THE REAL STORY OF

THE REAL SAVOY

LOVESYSTEMS

Introduction

Hi, and thanks for your interest in *Uncensored: The Real Story of the Real Savoy*

With the fifth anniversary of my pickup and dating blog (The Real Savoy), many readers asked for something exactly like this - a collection of some of the best and most popular posts. Some are about dating and attraction techniques. Some are case studies ("field reports"). Some are a bit random. All in all, that's a good representation of what the blog was, and what it continues to be.

Other than edits for clarity, no content was changed. You might notice that some things have evolved over time. To me, that's normal and natural, and not something to hide. We are constantly testing, refining, and re-assessing.

My ultimate goal is to create a system that any man can use to attract any woman at any time. Of course, that's impossible. But having it as a goal means I (and my fellow Love Systems instructors) are never satisfied with "good enough" or with whatever was excellent yesterday. We want to be even more excellent tomorrow. Our techniques can always be refined and improved.

I'm often asked how and why I became "Savoy", and an expert on the art and science of attracting beautiful women. In many ways, my story is not that unusual. Several years ago, my long-term girlfriend and I broke up, and I moved to a new city for work where I didn't know anyone. For the first time in my life, I didn't have a social life already set up for me through friends or school. That meant I wasn't being introduced to interesting women; I had to go find them and meet them myself. So I started going to bars. A lot. And with very little success.

Like other men, I made a lot of excuses at first. If a woman I was interested in was responding to another man, I would tell myself that she must be his girlfriend or that they knew each other before that night, or that I didn't want her anyway, or that I just had come out to the bar to have fun. Whatever it took to protect my ego from these truths:

1. Women DO want to meet men (just not me).
2. Women respond well to at least some men who don't seem to have any obvious advantages over me. (Losing a woman to Brad Pitt is one thing. Losing her to Dive Bar Steve is another thing entirely).
3. These men must be doing something different from me that is helping them.
4. I need to learn what that something is.

These days, learning that "something" is a lot easier. Pick up a copy of the Magic Bullets Handbook or take a bootcamp, and you've got a road map to attracting beautiful women right there for you. But "back in the day", before Magic Bullets, before The Attraction Forums, before any of this stuff, there was just observation and trial and error.

And that's what I did. I went out, a lot. I watched beautiful women a bit, but mostly I watched the men who they were attracted to. I wanted to learn what they had in common, so I could reverse-engineer what they were doing. I asked them lots of questions before I realized how useless that was – most "naturals" have no idea of what they are doing, because it all comes naturally to them by instinct. Realizing that I had to become my own teacher, I took a lot of notes. I experimented a lot. There were definitely a lot of brutal nights and blind alleys. As a friend of mine encouraged me, "of course it's hard at first. If it wasn't, everyone would be doing it." But eventually, there came that moment that any man who studies dating science reaches eventually – where "the game slows down". Where I could start to see two or three steps ahead, where I was in control instead of hoping not to be blown out.

From there, the rest is history. I started a newsletter – at first just for fun – about my adventures in pickup and dating. It grew, it expanded, and eventually I teamed up with other guys doing the same thing as me. After a few years, the same guy who couldn't get an attractive woman interested in me if my life depended on it was the star of the show at the Playboy Mansion, pickup conferences around the world, and even a guest expert and consultant on TV shows.

Why did I decide to spread the word about what I'd discovered instead of keeping it to myself? Partly because it was, and is, fun. I'm lucky in that I already made my money working 60-hour weeks before I started with all of this, so I have a lot of freedom with my career. So a job helping other guys be able to pick up beautiful women for the rest of their lives is a lot more interesting than making numbers dance on a spreadsheet.

But partly it was because I was so frustrated, back in the day, when I was the one looking for help. When there was no Magic Bullets, no Attraction Forums, no bootcamps, nothing. So I resolved that with anything I did, it would be with a view desire to helping guys like me – to answer the question "what would I have needed/wanted ten years ago"
This book is – I hope – part of the answer.

Good luck,

Nick Savoy

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PART ONE

Preparation, Approaching, Transitioning

Control the Controllables: Six Things No Man Should be Without

Posted by Savoy on Monday, November 15, 2010

One theme of our live training seduction bootcamps and day game workshops is to "control the controllables."

Some factors are outside your control. I was taking home a very hot lingerie model from a friend's party in Toronto when she literally fainted in the taxi. Instead of going to my hotel, we had a decidedly non-romantic night at the hospital.

That was outside my control. Nothing I could have done about that except for maybe not taking the anorexic waif home from the party in the first place. Nothing at all.

On the other hand, I've had pickups go wrong because of things that were in my control – moreover, they were things that any man could have done, no matter what his skill level, and in fact could have and should have been before I even left my house.

So I made this list to share with you, of 6 objects any man should have. These are things you can do before you go out that make your game better instantly. No excuses!

1. A phone that takes, sends, and receives pictures and video. This is great for those "You won't believe what I just saw," or "We've gone to an after party – check out this video. You should come"" type of messages.
2. A lighter. Ideally a lighter with a story behind it. In a lot of places now, people go outside to smoke. She may ask you for a light, either because she needs one or because that's how some girls tell guys they are interested in them. If you pull out an interesting lighter, she'll probably ask you about it.
3. Breath mints. Obvious, for you. Not so obvious: she might not want to kiss you if she's unsure of her breath. Make sure you have a supply before you leave the house. Next time you're in a foreign country (or have a friend in a foreign country), buy a giant stack of breath mints. When you get home, every time you take one out, she has an easy thing to ask you about. Just like with the lighter, let her ask you. If she doesn't ask, don't force it.
4. Wine, vodka, and girlie mixers. How else are you going to invite her home for one last drink after the bars close? Bonus points for champagne; it doesn't have to be expensive. Before Love Systems and the Triad Model of Seduction I had some success by just asking women I was talking to when the bars closed, "do you like champagne?" When they said

yes, bring them home. With a good wingman, this works very well.

5. Two condoms. Don't rely on your bedside table; you might end up at her place. And trust me – when she's trying to keep "plausible deniability" that you and her are not going to have sex, it's a bit awkward to talk her into stopping at the gas station to get condoms… it's doable.
6. A couple notes in your phone. Every time you go out, have fun and get better at some skill. Maybe it's a routine from the Love Systems Routines Manual that you want to try out or maybe it's a reminder to yourself to make statements instead of asking questions or to tease her more – it could be one of a million things, depending on what you're working on with your game, but whatever it is, write it down so you don't forget it in the heat of the moment.

Just being at a bar does not mean you are "practicing" or "getting better". Go out with a purpose and work on a specific sticking point. You'll thank me later.

How to Meet Women

Posted by Savoy on Wednesday, November 3, 2010

Typical bar or club scenario: You see an attractive woman. You don't know her. You have no "excuse" to talk to her. Can you walk up to her and start a conversation – the kind of conversation that's going to get you the girl?

This is a skill any man can master. And one no man can afford to ignore – if you can't comfortably talk to strangers, you've excluded 99.9% of the woman whose path you're going to cross in life.

So if you're not approaching successfully and consistently then I want you to follow me here. It won't cost you a cent. Just print out this list of 10 things, keep it with you, and read it every time you're out somewhere where there are beautiful women. Master these and your life WILL change.

1. Do "warm up sets" before you get to the bar/club/party/park. Somewhere nearby, do a few approaches that "don't count" until you're in a talkative, social state of mind. The world's best pick up artists do this.
2. Be "social" not a "shark". The guy who walks into a bar, circles around a few times, and then gets the courage to approach women one by one is going home alone. Women KNOW this type. Talk socially to everyone and have fun – you're not a starving hunter desperate for a meal.
3. Smile. That one's easy.
4. Have a couple of "go-to" openers – things you can say to start a conversation that you KNOW will work. You don't need 50, 500, or 500. 3 or 4 is just fine. Pick a couple you like from the Love Systems Routines Manual – it's 200 pages of guaranteed 'things to say' from approaching to seduction that actual top pickup artists use in their personal life.
5. Approach right away. Once she notices you looking (she will -- women have eyes in the back of their head), you're either going to be "confident" or "creepy". So be confident and approach. [More advanced guys can play the eye contact game, but if you're having trouble successfully starting a conversation 99% of the time, keep it simple]
6. Use relaxed, confident body language. Get your wingman to watch you and critique. For a complete video course with live examples (including using body language to escalate physically), there's nothing better than the Beyond Words Home Study Course featuring Cajun and Vercetti.

7. It doesn't matter who she is with. Attractive women rarely do things alone. So get used to the idea that you're going to have to meet the people she is with at the same time as you meet her. (Day Game is sometimes an exception to this). Whether her friends are male or female, approach anyway. If she's off-limits, they'll tell you. We don't have space to go into this in detail here, but women who have guys in their group are more likely to have a same-night encounter anyway.
8. Eye contact. There's another easy one. Split it equally among everyone in her group.
9. Project your voice. OK, I'm not a successful Shakespearean actor like Daniel Vercetti – he could give you the drills that the professionals use. Here's what I did when I had to learn this…before there even was a Love Systems: Put your hand on your chest, just below your pectorals. Experiment with your voice until you can feel vibrations in your hand. That's the way you want to talk. Be too loud rather than too quiet.
10. Tell them you know Nick Savoy. OK, not really. But have something to say – you're going to have to 90% of the talking at first. Don't keep talking about whatever your opener was about. When she starts breaking into the conversation, asking your name, where you're from, what you do for a living – that's when you know she's attracted.

Field Report
***Burning Man* by Savoy**

So the last week before Burning Man was ridiculous.

It started with me going out with good friend Brad P. He was on a pseudo-date with a stripper girl but told me she was bringing a friend and they were all going to this dive bar. I like dive bars. So I hoped in a cab (car broken...again) got a drink, saw Brad, started to walk toward him and noticed a cute, busty, blonde girl with beautiful skin. If we're still rating women's looks from 1-10, I'd say she was an 8 or 8.5. She was also by herself. Don't believe that shit about never approaching women by themselves. I do it all the time, and it works just fine. Just be aware that she probably does have friends there and be prepared for that. I'm not going to do a whole field report of meeting her, but within five minutes my "kino slide" had her arm around me and fifteen minutes she was on my lap...while we were talking to her friend. Her (female) friend LOVED me by the way...that's so important. I do so much work on the friends, and as you'll see it was crucial in this case. I usually try to flatter single female friends and talk about a (mythical) guy I want to introduce her to and how perfect he'd be for her. Now I have value to her. Later I met her guy friend, who was hitting on some other girl. I swooped in to tell the girl how awesome he was...not that it was necessarily going to work (it didn't) but it got him on my side too. Anyway...

Within 90 minutes, I said "let's go take a walk". I let her by the hand, to the alley behind the bar and tried to gently push down on her shoulders. She resisted.

Me: You know what I want

Her: I want you to say it

Me: I want you to go down on me

...and she did.

Later I brought her back to the bar, and she left with her friends after giving me directions on how to follow her to her friend's house. But by this point I still hadn't even said hi to Brad's friends, so I wandered over there, right as the lights came on. Damn 2am LA fuck. So the four of us walked to Brad's car. I decided, what the hell, and grabbed the Brad's girl's friend's hand. She kind of looked at me and said it was weird we were holding hands when we'd only known each other for a minute (not to mention that I was getting blown about a half hour before). I agreed that it was weird. I didn't release her hand. Brad was going home with his girl (and her friend) and I wanted seconds on my BJ girl, so I left them but asked Brad to get this girl's number for me. This saved me the value loss of asking for it myself. Brad's texted it to me an hour later, which allowed me to start text game the next day.

I love text game and am good at it. We went out a few days later. Total sexual resistance on her part, including one story about one of her friends giving a BJ behind the bar that she seemed to think was not very classy or cool. I didn't know if it was a coded message to me, so I ignored it. Anyway, got her home, insurmountable resistance, so we just went to sleep. The trick here is not to sulk. NEVER sulk when a girl doesn't give you what you want physically. The next morning I wake up to her playing with my dick and asking whether she had to beg me to fuck her. Of course she did. I like it when women beg. she'd never have done that if she sensed I was upset that she didn't play the night before. But what made that week truly awesome was last Thursday, when a very interesting new friend of mine from Florida was in town. He was in town and after a highly eye-opening dinner (and the toast to the beginning of a beautiful friendship) he wanted to hit this "A-list" party at Cabana Club he'd seen people going into. Well, there are no A list parties at Cabana anymore. It's ghetto. It's appalling. But we walked there anyway and sure enough, there were hot women on their way in. He talked our way in (he's great at that) and lo and behold, it's a genuine hot special event party.

Even Ladanian Tomlinson gets stuffed at the line, and while I'm not comparing myself to LT, my first couple approaches were not on. I wasn't dressed to go out, I wasn't high-energy, I was afflicted with "I don't feel like it" game. So after two 10-minute "sets to nowhere", I was like, fuck, before I go home, I'm going to run one set well. So while killing time with a 6, I see two of the most disgustingly, offensively, ridiculously beautiful women ever. Truly offensively beautiful. Even in my fantasy world, women don't look like this. Twins no less. Blonde of course. Beautiful breasts. Flawless skin and hair. Totally done up.

For the first time in a year, I had approach anxiety. Not the usual laziness of not feeling like it, but the actual nervousness. These girls were the hottest women there, everyone was checking them out, and they...well they deserved it. You don't get much more perfect. A shot of Jack later, I'm on my way in. And...getting no attraction signals. Nothing I was doing. Humor, storytelling, teasing, touching, jealousy, even systematically going through the eight attraction value triggers one by one. But they didn't leave or dismiss me. So there was some passive interest at least. Anything less hot than these women, and I would have wandered off.

I was arbitrarily focused on one of the twins, even though she said she had a boyfriend. I

was getting slightly better responses to touching from her than I did from her sister. And then, at about the 30 minute mark, it all turned. It wasn't anythign specific I did, but I remember it clearly...I was telling some story, and did the usual slide kino to see if she'd be any more responsive than 5 minutes before to curling up into me. And she was. I nearly dropped my drink. Touching/kino resistance just died.

At that point, it's all logistics. I live around the corner, so that's easy, but I wasn't going to be able to get rid of the other twin (and, this not being a fantasy, I wasn't going to get a threesome with two twins). So the alternatives are:

1. Find an instant wingman for the sister (hard, because these girls were the hottest girls there, so most guys would have been beta to them)
2. Bring a LOT of people home for an after party, and then disappear with her into the bedroom
3. Hope the sister will sit in the living room while I bang her twin

I generally have the best luck with #1, but #2 was so easily available this time..the 6 I was chatting with before circled around with friends, offering to bring vodka and ice to my place with a bunch of her (mixed) friends. Perfect, and it made moving the twins home much easier. Though it made an outstanding mess in my apartment. The night went until 7:30am. Most stunning women aren't great in bed. She was. And the boyfriend was totally made up. She only said it because thought I was with the 6. Not that that makes any sense. It's interesting how there's a sexual/confidence vibe that gets created during good runs. On Friday afternoon I sat at my favorite bookstore to do some work on my laptop. This girl comes and sits next to me and starts talking to me. Her body language was so into me. All I had was my vibe. But... she was only cute, not hot, I was exhuasted and I had a ton of work to do. So I blew her off.

So that's why I took it a bit easier at Burning Man.... :)

PUA VIDEO
Pick Up Mistakes Men Make in the First Five Minutes

Posted by Savoy on Friday, March 4, 2011

In this video, I offer the following advice in order to avoid common mistakes that men make as they pick up women, including:

- You may not win girls in 90 seconds, but you can lose her.
- Don't wait too long to approach.
- Don't ask too many questions.
- Don't worry about building comfort until she builds attraction to you.
- Don't worry about finding commonality. The first 5 minutes is suppose to demonstrate how fun you are and how much of a challenge you are. You need to get her attention and get her working emotionally, not thinking logically (i.e. by asking questions such as "where are you from and what do you do")
- Once you are ready to ask questions, alternate questions with statements. Start with a cold read as opposed to a laundry list of questions.
- Don't expect the woman to do all the conservational work. You have to be a man and lead the conversation to wherever you want it to go.

http://www.youtube.com/watch?v=-b_PdCBa5es&feature=player_embedded

How to Approach a Girl at a Bar

Posted by Savoy on Sunday, April 4, 2010

Seven Secrets of Approaching Beautiful Women

1. Approaching is not seduction. There is no opening line that will get her to give you her number or go home with you. I can say with only a little but of exaggeration that the only purpose of Approaching (and Transitioning) is to break the ice enough to get into a "normal conversation" with her and her friends. (More on this - the Love Systems Triad Model).
2. There are no style points in pickup - or in approaching. There's no Romanian judge at the end of the night holding up a card saying 5.7 because you lost points for artistic merit. Don't overthink this - use your best opener/opening line to break the ice. If you don't know any good ones, download the free chapter of the Love Systems Routines Manual for dozens of proven openers (and routines for later in the game).
3. Direct vs. indirect is a false dichotomy. Most of the time, it doesn't matter. If you have good game, within 10-15 minutes you'll be in the same place whichever approach you use. Love Systems teaches both -- it's a matter (most of the time) of what you're most comfortable with (see also point #4, point #7).
4. The real way to think of different kinds of openers is in terms of risk/reward. If I ask a woman the time, she'll give it to me (little risk) but I won't be that much closer to a normal conversation with her (little reward). If I tell a woman she's beautiful and I'm curious to get to know her better, there's a much larger chance I'll get shut down (more risk) but if I don't, I can pretty much assume I can then have a normal conversation with her. "Direct" and "Indirect" are just points on this risk/reward continuum. In my book, the Magic Bullets Handbook, I go through many types of openers, not just these two.
5. The most important reflex to internalize is eyes -> feet. See a beautiful woman, move your feet. The rest will follow naturally. Even if you just walk up to her and blank out and say, "hi", it's still much better than nothing. Train your mind and body to be in that situation, and next time you won't forget your opener.
6. Live your opener. It really doesn't matter what you say as much as it matters what emotion you put behind it. If you're telling a story, make sure all the details of the story are real and present in your mind. If you use an opinion opener and she says, "are you taking a survey?" it means you haven't put enough of yourself into the delivery. She's picked up that you don't care about the question you're asking.

7. Have fun. I'm serious - you make the game 20x harder for yourself if you go places you don't like, playing music you don't like, with people you don't like, wearing clothes you don't like. Even the best pick up artists have trouble in those situations. If you're having fun and exuding positive energy, the game is much, much, much easier.

Two other resources:

Approaching - by Sinn and Savoy
Overcoming Approach Anxiety - by Future and Calabrese

10 Deadly Sins of Approaching

Posted by Savoy on Monday, January 10, 2011

Quick checklist time: Do you do any of these things? None of them will help you.

1. Taking more than a few seconds after seeing an attractive woman to approach her. Approach right away -- it makes you less nervous, it makes her less creeped out, it shows you're a high value confident guy instead of the usual weenies who can't approach her, and you miss a lot fewer opportunities.
2. Talking too fast. Talking too fast makes you sound nervous and makes it hard to follow what you are saying. Use a shorter, simpler opener, or break your opener up into a few parts, or have the confidence that you are interesting enough to listen to without you having to rush through what you're going to say.
3. Talking too softly. Take 100 random guys and tell them to meet women at a club. 99 of them will be too quiet. You never want her to ask you to repeat yourself in the first five minutes -- it stalls the conversation and stalls the momentum.
4. Ignoring her friends. Even if you're using a direct opener, acknowledge her friends. If you're using an indirect opener, don't even pay any special attention to the woman you're interested in; approach the whole group.
5. Being too high- or too low-energy. Your energy level should be slightly higher than hers. Not lower. And not way higher.
6. Avoiding mixed groups. It's actually more effective to attract beautiful women when they are in mixed company (men and women) than just with their girlfriends. Learn how.
7. "Milking" your opening line (or opener). Whatever you approach her with, make sure you're talking about something else within a couple of minutes.
8. Not having powerful body language. That's 90% of what she is going to notice anyway. Check out the clips from the Beyond Words Body Language DVD Home Study Course. On the approach, pay special attention to slow, controlled movements. Like Cajun says, move as if you are under water.
9. Not having fun. Emotions are contagious. If you project nervousness, she will feel uneasy too. You can't always control your emotions - that's why we focus a lot on body language so that even if you don't FEEL (yet) like the confident, pre-selected alpha male, you will still come across as one. That will get you success and make it easier for you to feel more confidence next time. But as much as possible, put yourself in a good emotional state

before going out - be with people you have fun with, go places you have fun, and so on.

10. Taking it all too seriously. In 10 billion years when the sun has exploded and there is no life left on earth, no one will care what you said to some random girl at some random bar. A woman you've met for a few seconds can not and should not mean that much to you.

Print these out -- they make a good checklist to refer back to if you're just getting started.

10 Deadly Sins of Transitioning

Posted by Savoy on Sunday, January 23, 2011

I've gotten a bunch of questions along the lines of, "OK, I can approach just fine; what's next?" The general answer of course is the Transitioning Phase - this is how you "get out" of your opening line or opener into a more normal conversation. A transition is something to keep the conversation going, and hopefully expand it. Especially if you use an indirect opener (e.g., "Hey, I need to get your opinion on something..."), you need something to justify why you are continuing to talk to her after you've got the opinion you came for.

The phases of the Emotional Progression Model are:

- Approaching
- Transitioning
- Attraction
- Qualification
- Comfort
- Seduction

This is all explained in the Magic Bullets Handbook.

Alright, enough background. Let's jump into the 10 Deadly Sins of Transitioning.

1. Waiting too long before starting your Transition. Don't wait until the energy from your opener starts to die down. Transition at an emotional high point.
2. Failure to "lock in". By the time your opener is done, there's no more excuse for you to be an awkward physical position. (E.g., you standing up while she and her friends are sitting down). Take advantage of the change-of-pace that comes from a Transition to change the physical situation.
3. Letting Cold Reads turn into rapport. Cold Reading is one of the most common and effective types of Transition. You also learn a lot about her from cold reading, but don't let it turn into a rapport- or comfort- based conversation. Until she is attracted to you (remember, attraction comes next) building low-energy comfort and rapport is just asking for a Great Big Helping of Let's Just Be Friends.

4. Dropping the energy level. Transitions are meant to be spontaneous, so they should have an energy spike. A lot of the time, guys come in high-energy for the opener and their energy level just gradually dwindles. Remember, be slightly higher-energy than her.
5. Giving up WAY too soon. When you approach a woman you don't know, you're going to be doing all of the talking at first. In the Transition, you are still going to be doing most of the talking. It's easy to mistake that for her not being interested or responsive. But actually, it's normal. The first couple minutes, you may have to do up to 90% of the talking. Hey, you're the one who approached her. Tell her what you have to say. If not, another guy will.
6. Being the "dancing monkey". Even though you're going to be doing most of the talking during your Transition, that doesn't mean being the dancing monkey or the clown. You're not a one-man 1960s style variety show. So hold off on gimmicks like magic tricks, palm readings, or weird handshakes. These are just like walking into a club wearing leotards and goggles. It gets attention. It is entertaining. But it isn't sexy. (If you get women laughing and get phone numbers but lots of flakes and let's just be friends, then this one probably applies to you. We call this dancing monkey syndrome)
7. Getting stuck in the Transition. A Transition is just supposed to get you from a single-topic conversation ("what's the time?", "let me get your opinion on this...", "is that tequila?") to what we call a normal conversation...one where A) you can talk about multiple different topics, and B) she's not expecting you to leave after she tells you the time / gives you her opinions / answers your question. It should take anywhere from a few seconds to maximum a minute.
8. Being too serious. A lot of guys know to smile when they approach, but when they start thinking, "OK, I'm finishing the opener; what do I do next?" their face and tone gets more serious. That's the opposite of what you want. Early on, be playful. Fun. In the moment. Not analytical or serious. Part of the solution to this is practice and part of it is knowing what you're going to say next so you're not stuck in left-brain concentration mode.
9. Being too logical. A Transition is changing the subject. Guys sometimes think there must be a linear, obvious progression from one topic to another. That's how men tend to talk and that's how the public world (e.g., newspapers, most businesses, the law) works. But that's not how most women talk. Prove this to yourself by trying a Phrasal Transition (one of the four types of Transitions from the Magic Bullets Handbook). Change the subject in conversations with women by saying "That reminds me..." or "That's just like when..." and say something completely unrelated. They may look confused for a second, but if what you say is entertaining, they won't remember a few seconds later. It's like a comedy routine -- it doesn't matter how it begins if the ending is good.
10. Being wishy-washy between Direct and Indirect. You don't need a Transition if you're going Direct. (Direct means that from your opener, you are making it obvious and explicit that you are interested in her - doesn't necessarily mean sleazy or sexual). For an Indirect approach, you keep your interest in her "under the radar" until she starts to warm up to you.

If you're using a Transition, it's because you started Indirect -- so don't hit on her yet! If you start with an Indirect approach and then make it obvious that that was just a sham and you really only came over to talk to her because you thought she was cute, that's the worst of both worlds. You're not under the radar and you don't get the boldness or confidence points from manning up and approaching her directly either.

Pick one or the other.

For more on approaching, transitioning, attraction, qualification, comfort, and section, check out the Magic Bullets Handbook.

PART TWO

ATTRACTION AND PHYSICAL ESCALATION

Date Beautiful Women: The 15 Laws of Attraction

Posted by Savoy on Monday, July 26, 2010

The 15 Laws of Attraction

1. The "Game" begins as soon as you leave the house. Women notice you before you approach them. They should always see you having fun, being social, and looking good.(Going out with fun people, good wingmen, and to places you like helps with this). If you've been circling around, acting nervous, standing alone, you'll need to have the skills of a Future or a Jeremy Soul to get the girl once you approach. Love Systems is about making things easier, not harder.
2. Dress in a way that is fashionable and expresses your identity. Most women see fashion as self-expression. So how do you want her to see you? Dress that way. You can't avoid this – if you dress to blend in, she'll just think of you as the kind of guy who wants to blend in. There are some great tips in the Culture and Lifestyle section of The Attraction Forums and a how-to guide with before and after pictures in the Magic Bullets Handbook.

You see a beautiful woman…

3. Move your feet. If you get the eyes-feet reflex going (i.e., see a hot girl, start walking over to the hot girl), everything else will – eventually – take care of itself. Get this down until it's automatic. The longer you delay an approach, the harder it will be. Don't skip this.
4. Memorize five good openers (opening lines) so you always have one ready to go. If you don't have this, you'll often stumble the beginning of the conversation or even talk yourself out of approaching in the first place. If you don't have a set of good "go-to" openers that you know work, grab some from the Routines Manual. Or create your own.

The first few seconds...

5. Body language – this is a massive topic and great body language can almost pick up a girl all by itself.Fundamentals for the first few minutes include eye contact, shoulders back and relaxed, hands calm and not in your pockets, stand up straight (don't fidget), head straight (not tilted). Stand like you would if you owned the world.

6. Speak up! Love Systems has trained tens of thousands of men in person over the last 7 years (including when it was called Mystery Method Corp.) Almost all of them started off speaking too softly when approaching women. Especially at bars and clubs, she must hear you clearly the first time and it must cut across other conversations, the music, etc. Also, use your "chest voice" (google it) and not your "head voice".
7. Don't "milk" the opener. Whatever you said when you came over to talk to her, switch off that topic after a minute.That's crucial. You want her to see you as an attractive, interesting man, not as "the guy I talked to about such-and-such".

Getting into the conversation…

8. Be FUN. Don't be too serious or take yourself or the conversation too seriously. If you look like you're having fun and enjoying yourself, she will have fun too. Fun is contagious…
9. ...but don't be a dancing monkey. You're not trying to become her personal clown or court jester. Have fun and be fun, but don't try to entertain.
10. Some things that are great for attraction and are also fun include storytelling, teasing, and role plays. It's OK if you prefer one or two of these - each of these techniques has its own skillset. I do a lot of storytelling, some teasing, and a rare role play. Braddock does the opposite. Etc. Go with what works for you.
11. Avoid "interviews". Don't ask her too many questions. A question or two shows some interest in who she is as a person, but more than that is what every guy does; it's boring and a turnoff. It's also a waste – asking her a question about herself does nothing to attract her or let her get to know your good qualities. Instead, make statements. (e.g. instead of asking where she's from, make a guess). Or tell her where you're from and she'll do the same.
12. Similarly, don't play tourist in her life. So you find out she's a stewardess/porn star/nuclear scientist and you're curious to know more. Save it. If she's attracted to you, you'll have all the time in the world to ask whatever you want.
13. NEVER leave a conversation because you "run out of things to say". Force yourself to stay. Your brain will learn, if it is forced to, how to improvise. Or use one of the hundreds of proven "things to say" (called routines) in the Routines Manual or Routines Manual Volume 2. Be strict with yourself on this.

Making attraction STICK. Some guys think of attraction as something that takes a long time but once you got it, it's permanent. That's doubly wrong. Women feel attracted to men all the time, and it doesn't take long – within minutes of beginning a conversation. But if you don't do anything to solidify or lock in that attraction, it goes away as quickly as it came.

14. Qualification is the best way to keep her attracted. By making her work a bit for you and by leading the conversation to a place where you and her admit that you are interested in each other, you're not some fleeting guy…you're a guy she needs more of.
15. Phone numbers are not attraction. Getting a phone number does not mean she is attracted

to you. Getting a phone number before she is attracted to you is next to useless. Read the Ultimate Guide to Phone and Text Game if you're a phone number + dates guy instead of a One Night Stand guy.

Obviously, this is only scratching the surface. Attraction takes up several chapters of the Magic Bullets Handbook, most of the routines in the Routines Manual 1 and Routines Manual 2 are attraction routines, and the interview series goes through the nuts and bolts of a bunch of attraction techniques so you can go over "how to" do them all. But nothing about attraction will ever contradict these 15 Laws, no matter how advanced you are.

If you ever break any of these 15, print out the list, carry them in your wallet, review them until they are instinctive and you don't even need to think about them any more.

Six Truths About Attraction Most Women Don't Know

(or won't tell you)

Posted by Savoy on Tuesday, November 9, 2010

1. Most beautiful women are sleeping with someone. Most also have men who they aren't sleeping with, who take them on romantic dates. The guy she's sleeping with, even if (especially if) she calls him an asshole or says she would never date him – he has a 100% better chance of making her his girlfriend than any of the random guys "Dating and Waiting". You'll have plenty of time for romantic dinners when she's your long-term girlfriend.
2. Most women like a man who can seduce. Who can lead her to bed smoothly and not awkwardly. Who can let her give token resistance (e.g., "I'm not going to go home with you") and confidently make it happen anyway. No always means no, but men who know Love Systems are good at turning a no into a yes. Which is entirely an emotional process – change her mood, not her mind.
3. Any emotion is better than no emotion. You have a much better chance of dating or sleeping with a woman who currently hates you than one is indifferent to you. Nice guys leave most women indifferent.
4. Just because she has a boyfriend doesn't mean she's not looking to trade up. You can make whatever ethical decisions you like, but don't give yourself an excuse that she is "unavailable" because she has a boyfriend.
5. Attraction is transferrable. No woman in the world will agree with this unless you show it to her when it's happening. So go try it for yourself. Go to a bar and get a girl super-attracted and into you and then disappear for half an hour. She'll be all over someone else. This is one reason why it's important to know how to deal with other men and obstacles – you don't want them taking advantage of all of your hard work. (Or maybe, just maybe, you want to take advantage of theirs.
6. Women's sexual decision-making process is extremely arbitrary. A woman may say she'd never go home with a guy with a bar and that she never has (except for a couple of time that "don't count") and that may be an honest expression of her feelings at that time…. but a few seconds after you get her phone number and convince yourself you've done the best you can, another guy can be leading her home. Ask a woman what kind of men she

likes or what she's looking for, and I'm sure you'll get a list. That list will usually be things she thinks she should be attracted to – nice dresser, good sense of humor, good values, and so on. Some of it is even true. But that list will have NOTHING to do with who she feels attracted to on Saturday night.

There's so much more I could say here – a lot of this is covered in the Relationship Management DVD Home Study Course –how to make her your girlfriend, how to date multiple women without lying, how to get and manage friends with benefits, how to know when she's about to cheat, and much more. It's hours of material with some of our best insights into Female Psychology.

Last word on the subject – to be a good doctor, you'd learn from other doctors, not their patients. To be a good guitarist, you'd study a musician, not a concert audience. And to become great with women, look at other guys like you who are great with women.

Field Report

Playboy Mansion Runway Model Threesome **by Savoy**

Women have different rules for men who "get it" – men who have women in their life - than they do for men who don't. In other words, men who understand women get to play by a different set of rules. My friend TD called this the "secret society" -- but it's not a secret if you know what to look for. Men in this club don't take any one conversation with an individual woman too seriously, don't put women on a pedestal and hold them to expectations of nun-like purity, and aren't judgmental to women who enjoy their sexuality. Women will let such men get away with things they'd never find acceptable in other guys – or in the same guy before he "got it".

I'll explain with an example – one that also lends itself to tangents about picking up 9s and 10s, and threesomes . So, hold on tight.

A few years ago, a friend introduced me to "Karen", then one of the top up-and-coming fashion designers in Los Angeles. At the time, I was only just starting to piece together the secrets of meeting an dating beautiful women - the techniques that I later revealed in my book Magic Bullets and now form the basis for Love Systems ' teaching worldwide. But, with some difficulty, I was able to date and then seduce her. She might even have been my first "10".

During this time, Karen's behavior was pretty typical of a young beautiful woman dating an average guy. She resisted my advances at first and made me work. She didn't sleep with me right away. She didn't seem especially sexual (without being a prude). She claimed to have no interest in threesomes and told me she'd only been with six men in her life. She was… "normal". I did finally close the deal on the third date and we dated for a while after that, but because we both traveled all the time, we never got to see each other and ended up as casual friends. (Which actually worked out great, because hot fashion designers have hot

friends and hot models they work with. Using a precursor to the literally game-changing techniques designed by Mr. M and Braddock in their Social Circle Mastery DVD, I worked my way into a great position in her social circle and have hooked up with a few of her friends – we'll get to why this is important in a moment)

Fast forward to last weekend. I was teaching the advanced bootcamp at the Playboy Mansion . The main event was this big fashion show, and a student and I interrupted our debrief to watch. We saw the most unreal girl walk the runway – the 2nd most beautiful woman I've ever met in Los Angeles. Tall, perfect body, beautiful face, perfect skin (I'm a sucker for perfect skin) and that long soft straight blonde hair I love so much. And a walk that conveyed complete confidence and intense sexuality. She was not only a 10, she defined 10s. We'll call her Lara. One of the guys wanted me to pick her up. I wanted me to pick her up. I could feel the whole Love Systems community wanting me to pick her up. OK, maybe that's going too far. Let's just say that the vodka from the Playboy Mansion open bar also wanted me to pick her up. But I did relish the challenge - captivating the obvious star runway model in the center of the Playboy Mansion grounds surrounded by cameras and… because there's no other way to put it…hordes of horny dudes. Those guys did NOT want me to pick her up.

The mechanics of the pickup actually weren't all that different from any of the countless pickups that happen every night around the world using the Magic Bullets model. Since most readers are already familiar with these I won't waste time on the easy stuff; I'll just hit some of the twists and turns. First off, I don't like to approach the "star of the show" head-on. An actress signing autographs, a model getting photographed, a singer coming off-stage, these women are already surrounded with men sucking up to them. This is why when I occasionally do private programs on how to pick up and date a porn star, guys are usually surprised when I tell them to stay AWAY from official events, autographing signings, etc. There are MUCH better places to meet them, where the balance of power is a bit more in your favor.

But at the Mansion, there wasn't going to be a second chance. So the next best course was to "rebound" into a conversation with her. I started talking to two guys who among the many surrounding her. And then when the moment was right (she just finished a conversation), I pivoted to her as if I'd been arguing with these two guys about something, and jumped straight into a shortened version of LBD 's text message breakup opinion opener from the Love Systems Routines Manual .

Yes, the humble opinion opener – which I still use.

If you've read Magic Bullets , you know what came next. I know I wouldn't have much time, and had to race to at least get to the Comfort phase of the 6-step Emotional Progression Model . This meant getting quickly through the Transition, Attraction, and Qualification . It wasn't easy, because guys were interrupting us every 2.4 seconds and when she started leaning in to me to show she was attracted, one of her girlfriends came over to "rescue" her. Meanwhile, one of her manager people was trying to move her to somewhere else she supposedly needed to be. Taking her home was going to mean work, if it was even

possible, and I had workshop guys to get back to. So I got her phone number, arranged to have a drink with her the next night, and left.

Here's where the lessons come in. A guy who didn't "get it" – who took every women seriously when he first met her, who didn't understand how female psychology and sexual decision-making worked would have taken her on a traditional date, hoping to get somewhere by the end of the night. No problem with dates – I use them when I don't have a better option – but I knew I only had one shot with her (they'd only brought her in from New York for the show) and wanted to seal the deal in the one night I knew we'd have together.

The next day, I invited a bunch of my friends (ah, the joy of mass text messages) to a bustling outdoor bar/café that would have great social energy, drinks, and food. (i.e., no excuses to have to go somewhere else). I invited mostly girls, but also brought one of the students from the advanced bootcamp along so he could see how things should look.

One of the girls who showed up was Karen, who I hadn't seen in six months. I must have texted her 10 times in the past six months with no response. A guy who doesn't have girls might have gotten frustrated or deleted her number. To me, it didn't matter. I still thought she was cool, even if she was busy or not answering, and it doesn't cost me anything to keep inviting her. So when she showed up, there was no "edge" – no under the surface wondering why she hadn't been responding before. I was just happy to have her as part of my night and enjoy the moment without worrying about the past or the future. That's what guys who have women do.

Lara was still the woman I was interested in. Karen and I had hooked up enough times before, I could take it or leave it. Whenever I am in a group situation with my friends and a woman I am interested in, I follow the same pattern (WRITE THIS DOWN)

Put the girl you're interested in beside you
All the touching goes to her (ideally under the table)
All the conversation goes to everyone else

Lara was resisting my under the table touching at first. When did she start reciprocating? About five minutes after she realized that I'd hooked up with both of the other women at the table. Don't confuse this with Pre-selection . Pre-selection is an attraction switch – one of the eight revealed in Magic Bullets – but I was well past Attraction at this point. No, what this conveyed was that I was a guy who had women in my life and that I "get it". I wasn't jealous or controlling with the girls I've hooked up with. I just enjoyed their company, and them mine. Even though Karen and I were having boiling sexual tension, both of the other women looked on in approval as Lara and I started connecting physically.

After a while of that, I sealed the deal when I leaned in to whisper in her ear:

Me: What kind of women are you attracted to? [I'd already established that she has hooked up with women in the past]

Lara:[Lists some qualities]

Me: What do you think of Karen?

Lara: She's beautiful…etc.

Me: Well, no promises, but I'll see if I can convince her to join us when we go home later

I want to make this clear – up to this point we'd never kissed, never really talked about sex, and certainly never discussed going home and having sex that night. But when she passively accepted the frame that I set with the last line above, the question changed from "where is this going tonight?" to "will this be a regular hookup tonight or will it be a threesome"? It's similar – but far more effective – to when I used to joke around with women on dates about whether the night was going to end with us having sex once or twice. Either choice I win, and even said jokingly, as long as she doesn't object, it helps establish the frame. [This "joking" to introduce sexual themes is covered in more detail with more examples by Braddock in his interview on Sexualization] It seems like a little thing, but it's not. As I always emphasize when I teach, the dividing line between a woman sleeping with you or not sleeping with you can be exceedingly narrow. Lara was fully intending to have a drink with me, flirt, maybe kiss a bit, but leave it at that. This changed the game.

Once I'd told Lara that I'd try to get Karen home with us, I fortified that frame a couple of times with "no promises, but I'll see what I can do". And then of course I started shifting my attention to Karen. Who had seen Lara clearly into me and me responding, etc. After I had made out with her, Karen said the punchline that is the reason why I wrote this article in the first place:

"I love you because you're such a whore"

I don't know if it was just because I'd gone from heavy touching with Lara to making out with her – without embarrassment – or because I'd hooked up with her friends (and been discreet enough never to mention it to her…she found out from them, not me), or just because I was conveying that attitude, but it was interesting because Karen changed at that moment. Gone was the woman who had been more or less typical with me up to that point. Now she was openly talking her sexual experiences, letting me touch her in public in ways that I had had to struggle to do in private before, etc., etc. It's not that Karen changed. It's that in her mind, I'd changed. I'd gone from a cool, fun, but normal guy in her mind to a guy that has women. Who "gets it".

- *Guys who have women in their life are safe. They won't freak out when a woman doesn't call back or has to cancel.*
- *Guys who have women in their life aren't jealous or controlling,.*
- *Guy who have women in their life aren't judgmental. They understand that women are complex and multi-dimensional and can't simply be labeled virgins or whores.*

Closing the deal from that point on was just basic logistical mechanics.

Why (Most) Women Give Bad Dating Advice

Posted by Savoy on Tuesday, November 9, 2010

Common sense would say that women should be able to give good advice on getting beautiful women interested in you...

But they don't.

(OK, I'm sure some do. Love Systems Bootcamps occasionally use female instructors or assistants, but these are women who are trained in powerful Love Systems techniques. They're not random girls who think they know what to do just because they are women.)

Now, it's not a conspiracy. 3 billion women aren't plotting together to give you bad advice, even if it might sometimes feel that way.

And actually, the dating advice most women give isn't bad. It's just…misplaced.

Read on.

Typical Female Dating Advice

Take some typical comments women make:

- "Just be yourself"
- "Be respectful of her boundaries"
- "Be a gentleman"
- "Take her to dinner and somewhere romantic"

These all make sense. IF SHE IS ALREADY ATTRACTED TO YOU. Think of the last time a girl was head-over-heels into you. Or one of your female friends obsessed with some guy. She would have loved it if he did any of those things, or sent her flowers "just because".

For most guys, the #1 dating problem is not: "This girl is really into me and I like her too, so what do I do?"

If that were the case, a Love Systems bootcamp, where guys come to learn and practice the secrets of picking up beautiful and then actually do so at the nightclubs we go to, would take about 10 minutes, instead of 25-30 hours.

But there's more to it than this.

People put themselves into situations when they are asked for advice. And people have an idea (often from movies and TV) about how dating and attraction should work. That gets in the way of a clear understanding of how things really work.

Copernicus and Gallileo would not have had a hard time convincing people that the

Earth went around the Sun instead of vice versa – if it hadn't been for the fact that for many hundreds of years, people were told to believe the opposite.

And this isn't the only reason. Women don't think about the guy they have no interest in coming up and seducing them. That's one reason why women give arbitrary reasons to explain why they hook up with someone, or just say "it just happened" which means they don't want to think or talk about it. If she doesn't think of herself as an elite, beautiful, model-quality woman, she probably doesn't think you "should" be dating such women. You'll get a talk about meeting a nice girl through friends instead. If she enjoys your attention (e.g., if you've been interested in her in the past), she doesn't have much reason to help transfer this attention to other women in a way that it would be successful.

And so on…

"But it's not fair…"

The difference between how the world "should" be and how it actually is doesn't just apply to women and dating. Every week on The Attraction Forums (the largest and by far the best dating advice forum for men), there's some guy saying it's not fair that men have to make the first move, that women "should" want the sweet guy who maybe doesn't have much game, or that dating "should" be easier.

And…enter reality.

Dating and picking up beautiful women does not happen like in the movies. We've had a number of Hollywood screenwriters as clients on bootcamps or private training and they usually have no idea how to pick up beautiful women in the real world.

Put another way, I'd love to live in a world without car crashes. I could watch TV while driving. That's maybe how things "should" be. But living in that imagery world would make me…dead.

You won't die because you live in an imaginary world about dating and picking up beautiful women. You'll just be alone.

But there is a choice. You can drop old and useless beliefs. You can adopt the idea that the world may not be perfect, but it's where you live, so you may as well figure out how to navigate through it and meet your goals.

That's part of the reason my how-to guide on picking up beautiful women, called the Magic Bullets Handbook, is so controversial and why some female commentators hate it. It turns conventional wisdom on its ear. It's morally neutral. It doesn't care whether you want her for a one night stand or marriage. It just tells you how to make her want you.

Field Report
Vegas Adventure **by Savoy**

I caught the last flight up to Vegas on Saturday night. Actually, let's rewind. I saw a really phenomenal blonde in the departure lobby for the flight to Vegas. I approached her with the very advanced opener of "Is this the flight to Vegas?" This is a truly devastatingly effective

opener and communicates a lot of value from the get-go. Usually women orgasm when I open in this way.

Ok, enough sarcasm. Just making the point for the 100th time this week that what you open with doesn't matter. If a certain singer from a certain band who I am really not going to talk about was exchanging fluids with me a few hours after the secretary opener, then anything can work. The Secretary opener is a truly ridiculous opener that proves that you can say virtually ANYTHING in the opener.

Turns out that this was indeed the flight to Vegas. Shocking. Turns out that my boarding pass, the TV screen listing flights, and the giant sign saying "Las Vegas" were all correct. She also told me that the flight was late. Oh good. This gave me a conversational opening big enough to drive a truck through. Which I proceeded to do, talking about how annoying it was that we'd be late because the concierge at Pure wanted us there at 10pm for the party. That's pure invention of course, but if you read my chapter on Storytelling in Magic Bullets , you'll know the two reasons why I said that and why it worked. So, next thing I know, we're deep in conversation. It's; Southwest, so you can sit anywhere. Right beside me seemed to be a good place for her to sit. And drinks seemed to be a good thing for us to be ordering. This reflects the universal theory on alcohol:

Connection + Alcohol = Intimacy

Anyway, we shared a taxi in Vegas, a bit of kissing, and arranged to meet up later that night after we both did our respective things.

At the club... I approached and brought one group back to our table...and one of the boys inadvertantly takes the woman I was interested in. No problem, go get another group. 3 years ago, this would have been a big deal. But when your game is good, you can get other women, you're among friends, and it's not on purpose or out of malice or a regular pattern, you shrug it off. I was really on that night. When I'm on, I don't know of anyone who is better than me. It's probably a somewhat circular argument though, since it's probably the confidence that makes things go so well when I think I'm on, but whatever. Oh, and by the way, yes "having confidence" is an irregular verb. It goes like this:

1st person singular: I have confidence
2nd person singular: You are arrogant
3rd person singular: He is going to get punched if he doesn't stop being a dick

One funny part of the night was when I had was talking alternately to a tall blonde and a short blonde (from different groups). First the tall blonde was sitting on my lap, then she had to go get her friends into the club. When she came back, the short blonde was there on my lap instead. I can't imagine how that could have happened. Tall blonde hung around for a bit, and then came to talk to me when the short blonde went to the bathroom. She commented on short blonde, so I dropped my "You're not afraid of a little bit of competition are you?" line.

Normally works well, but she was pissed. She started telling me in excruciating detail why she was a better catch than the short blonde. Obviously it was an attempt to win my affection, but it was actually kind of annoying and rude and reminded me of my college girlfriend who argued with me when I broke up with her that she was really hot and really smart and really fun and that it didn't make any sense for me to break up with her.

Newsflash: using logic doesn't work any better on guys in a romantic/sexual context than it does on women. You can't argue someone into liking you. You can't argue someone into being with you.

So I let little blonde win. It's theoretically possible that a contributing factor was that I knew I'd have a better chance of sleeping with her than with tall blonde (looks-wise, they were equivalently hot, but the logistics were far better with little blonde than with tall blonde who had the drunk cockblocking friend from hell). Of course I'd never admit to that, but it's... possible. Yeah. Possible. But even the little blonde had a drag away friend, and they "had to" go dance. Little blonde got rid of them for about an hour until all of them came back en masse and dragged her away. She wanted me to come, but I didn't think it was necessary to dance for an hour or so, especially since by this point I'd lost the rest of my friends I came to party with and was curious and intrigued about where they might be and what might have happened to them. I didn't think it was necessary because A) there was a good chance she'd meet up with me later, although there was a risk that her buying temperature was so high that she'd get swept up by someone else in the meantime and B) I was pretty sure I could get another girl. (remember how irregular verbs work?)

So I wandered off to meet more women. I met another tall blonde, who quickly told me she had a boyfriend. Probably my drunk game was sloppy by this point, but the (seven-year) boyfriend was definitely legit and definitely a problem. So I told her that she had to make it up to me by finding me another girl approaching her level of quality. It actually worked - she blew into a few groups for me and gave me tons of value.

Friends still not visible. (Turns out they were there the whole time, we just kept missing each other).

This was trouble. Trouble in my life happens when I am drunk, bored, and alone (or "unsupervised"). Any two of these I can handle without problem. Drunk and bored but with friends? No problem. Drunk and alone but gainfully entertained (playing blackjack for example) is also not a problem. Bored and alone is not at all a problem if I'm sober.

Savoy drunk + Savoy alone + Savoy bored is where trouble happens...

So where were we? Oh yes. Somehow I'm on my way to the blackjack table. Both airplane blonde and short blonde were texting me, and my plan was to chill for a few minutes, figure out the logistics, and then pick one of them to meet up with. Logistics are so key. I've spent enough nights in virtually unwinnable situations to fill my life's quota. An unwinnable

situation is something like me, a girl, and her married and judgmental best friend hoping that somehow things would work out, only to end up with a phone number and a kiss goodbye. Yeah, it's not technically unwinnable. it's just a lot harder. And I'm all about doing things to make the game easier. So anyway, while pondering this I noticed UnrealStunningBlonde.

UnrealStunningBlonde was about 5'10, not an ounce of fat, nice chest, gorgeous face, and sitting alone waiting for her friend. Too good to be true, right? Maybe. Whatever. I figured, whatever the situation, social proof is social proof, and I knew littleblonde was going to be spilling out of the club soon, and it wouldn't hurt for her to see me with UnrealStunningBlonde. So I gamed her anyway, and eventually told her she could play blackjack with me and play with my chips as long as she did what I said. I think I've posted about my blackjack game before, but it's a great way to get a girl to start being physical with you. Despite her being a "dancer", I just treated her like a normal hot girl and didn't even bring up her stripping career, etc..

Meanwhile both AirplaneBlonde and LittleBlonde were texting and calling with increasing urgency, but I was off in drunken Savoy adventureland at this point, demanding that UnrealStunningBlonde take me to an after hours club. Which she did, and it was awesome, but I have no idea where it was or what it was called. Then I started playing the teasing game with her. This is a killer little piece I developed to take a girl who is already into me and move things along physically very quickly. Normally at clubs you need to stop it before it goes too far, but this night...well, it was different. I'm not going to go through the whole thing here, maybe I'll write about it later.

So me and USB sit in this little cabana thing and I tell her I'm a bigger tease than anyone...she says shes a bigger tease ...I "prove it" by teasing her by kissing her neck. She does the same back to me, but her hand through my shirt..and so on. The bouncer comes by and opens the curtains to the cabana so we're not in private anymore.

So next time he comes by, I give him $40 to keep the curtains closed. He stands guard. USB gets the hint that this is for real now. Back to the teasing game. I touch her chest. She makes out with me grabbing my dick. I do my helpless pin manoevre (one hand holding her wrists together behind her back, the other grabbing a handful of hair right up against her scalp at the base of her neck...do NOT try this unless you're sure she's deeply into you, or you will get deeply unpleasant results, I promise) and whisper in her ear about all of the horrible nasty things I want to do to her. While whispering such things (learning how to do dirty talk properly is a very useful skill for quick escalation) she wriggles one hand free and starts tugging on my jeans. I release the pin, and next thing I know, she's making me happy. Technically, I think I won the game, because oral sex totally breaks the rules and isn't teasing anymore. And technically, it was MY teasing which pushed her over the edge into sex.

A bit later, USB's friend finally called and she had to go. She said she'd text me in an hour so we could meet up again. Yeah, right. I assumed I'd never see her again. At this point I felt totally impervious to failure. Within 10 minutes, I had another girl (hot but nothing like USB) back in a different cabana. I was starting to playteasing game with her, when the lights came up. Sucks. They wanted to close the cabana area. And it was only 6am, I still wanted to party!

So back to the main part of the afterhours club. And about a half hour later, USB texted me. Told me to meet her at some strip club. I didn't know where it was. I didn't know where I was. At that point, I probably didn't know where much was. I specifically was highly unclear on where my liver was, except that it must be hurting. So I told USB I didn't think I could manage the trip. I was plotting to get a room and bring UkrainianBlonde (hot blonde from the previous paragraph) to it. My odds of success on this probably weren't stunningly great given my total lack of anything but pawing-at-the-cute-girl game by this point, as well as her logistics, but I probably had a 1 in 4 or 5 shot and I was going to give it a try. But then USB told me she'd send a friend to give me a ride.

Ummmm....ok. This doesn't normally happen. Ever.

A few minutes later, random call, some girl says she's waiting for me outside the club in a Prius. OK. I leave, find Prius, and there's one girl driving, a ton of stuff in the passenger seat, and a girl in the back seat. So I sit in the back seat. We start driving.

Backseat girl: Hi, I'm [whatever her name was; I have no idea]
Me: Hi, I'm Nick
Backseat girl: So I heard about you and USB in the cabana.
Me: Oh ya?
Backseat girl: [Looking at my crotch]. Yeah.
Me: Uh huh
Backseat girl: Want to party?
[This is where I guess at whether she means coke or sex. Hoping for the latter]
Me: Sure. [Relax, put hands behind my head, lean back]

...and then she pulled down my pants and started making me happy.

Ummmm....ok. This doesn't happen. (x2)

Her friend pulled over to the side of the road so she could watch.

Ummmm....ok. This doesn't happen. (x3)

...and then they drop me off at the strip club. Where USB is of course nowhere to be found, texting me later that she is some other random place. At this point, I adopted my newly declared policy of "If she won't send a car with a hot girl who is already in the mood, I'm not going"

I like Vegas.

Physical Escalation Videos from Beyond Words

Posted by Savoy on

Straight from the Beyond Words Home Study Course, here is Keychain on rapid escalation. Keychain covers the following points in these video excerpts:

- Testing Compliance and Recognizing Opportunities
- Having the Skills and Confidence to Lead the Interaction
- Overcoming Tests

Part I: **http://www.youtube.com/watch?v=prY2uuMw2jI&feature=related**
Part II: **http://www.youtube.com/watch?v=mk2532rhSpo**
Part III: **http://www.youtube.com/watch?v=28hjKXEmEFE**

PUA Body Language, Kino, and Physical Escalation

Posted by Savoy on Thursday, December 30, 2010

People are loving them videos this week, so we made a few more.

Here's Vercetti, literally ranked the #1 pick up artist and dating coach in the world, talking about one of his specialties, Body Language.

It's no accident that Vercetti is such a body language expert. As a professionally trained and successful theater actor, he's had years and years of intensive work with some of the best guys in the world at conveying moods and emotions through gestures, facial expression, body language, and so on. (That's one of the reasons why he is also such an expert on voice and tonality).

Now, being an actor does not make you a good pick up artist or successful with women or less still a good dating coach. But because Vercetti was able to combine this training with a couple of years of intensive Love Systems training on the science and psychology of attracting beautiful women, the result is a bit of a monster (in a good way).

That's why he, along with Cajun, were featured so prominently on the Beyond Words Home Study Course that everyone is talking about.

Anyway, I'll let the man speak for himself -- here is Vercetti on Body Language!

Part I: http://www.youtube.com/watch?v=SH5XvgzvQGs
Part II: http://www.youtube.com/watch?v=3CEoEbjY3to&feature=related
Part III: http://www.youtube.com/watch?v=GksD3kGbc5c&feature=related
Part IV: http://www.youtube.com/watch?v=prY2uuMw2jI&feature=related

PART THREE

SITUATIONAL AND ADVANCED TECHNIQUES

Cold Reads

Posted by Savoy on Wednesday, March 19, 2008

I get this question all the time: "I used my opener, she responded, what do I do next?"

Obviously, the general answer to this is: the Transition phase.

If you didn't know this, then you need to go to the Magic Bullets Handbook page now and download the free chapters on Approaching and on Transitioning. Yes, free chapters. You don't have to sign up for anything or even take your credit card out of your wallet. But do it now, since otherwise the rest of this won't make any sense.

The specific answer to "what kind of Transition?" is often a Cold Read. A cold read is where you tell someone something about themselves that rings true to them, even without any particular knowledge about the person. As you know from Magic Bullets, cold reads are one of the four major types of Transitions…and the one I use most often.

Obviously, I'm not going to do justice to an intense hour-long grilling on cold reads but I wanted to pull out a couple of major themes:

Cold Reads versus Warm Reads

Cold reads are one of the easiest techniques to develop, because women will give you instant feedback. When you tell a woman about herself, she will react and give cues to how well your description "fits." Over time, you will get better and better at finding good universal cold reads. You will also get better at calibrating your cold reads to take educated guesses about a woman's personality based on her looks, clothes, mannerisms, and voice. The more you use these kinds of cues, the more you are getting into the even more powerful technique of "warm reads."

Classic Cold Reads

A classic cold read – which was designed for all of humanity as opposed to one focused on younger and beautiful women – was compiled as part of a academic study by Bertram Forer. There's a long discussion about Forer in the Love Systems Routines Manual, so I'll shrink one of his cold reads down to a paragraph here. Read it over and imagine that someone is saying this to you:

You have a need for other people to like and admire you, and yet you tend to be critical

of yourself. While you have some personality weaknesses you are generally able to compensate for them. You have considerable unused capacity that you have not turned to your advantage. Disciplined and self-controlled on the outside, you tend to be worrisome and insecure on the inside. At times you have serious doubts as to whether you have made the right decision or done the right thing. You prefer a certain amount of change and variety and become dissatisfied when hemmed in by restrictions and limitations. You also pride yourself as an independent thinker, and do not accept others' statements without satisfactory proof. But you have found it unwise to be too frank in revealing yourself to others. At times you are extroverted, affable, and sociable, while at other times you are introverted, wary, and reserved. Some of your aspirations tend to be rather unrealistic.

Even though you've been warned that this is a cold read and even though it's coming from a dating coach sitting in a coffee shop in Los Angeles (or, originally, from a social scientist about fifty years ago who is now dead), you probably found yourself agreeing with much of the above.

So imagine the effect when a confident, well-presented man is able to deliver a much better cold read – targeted at a young, beautiful woman's reality and seeming to come from a chance observation.

Eye Angle Transition Routine

Here's another example of a good cold read Transition when you meet a woman. This is copied directly from the Love Systems Routines Manual. I picked this one at random; the book includes tons of these so you have different styles to choose from.

This routine works on the theory that eyes that are slanted downwards come across as caring and empathetic, whereas eyes slanted upwards convey a more sincere but fierce impression.

You can use this routine at any point during your opener; even interrupt her at any time to start this one.

"That's really interesting."

(She responds.)

"Did you know that if your eyes slant downwards your first impression tends to be empathetic and approachable whereas if your eyes slant upwards people tend to think you're fierce and unapproachable?"

There are two options from here:

If her eyes slant down – "Do you find that people are generally friendly towards you but you really only let a select group of people become really close to you?"

If her eyes slant up – "Do you find that people don't always open up to you straight away and you only let a select group of people become really close to you anyway?"

(She responds.)

"Yeah, you seem like the sort of person that enjoys having friends but only lets a few people into the inner circle. I'm the same way."

Source: Mr. M, Love Systems Instructor
Excerpted from the Love Systems Routines Manual

There's nothing magical about this routine, but it's a good way of interrupting a conversation that stemmed from your opening line and turning to topics that are of particular interest to beautiful women – herself, how she comes across to others, what she is really like, etc. It also implies that you understand her world – how she can actually be a nice person but because she is beautiful she has had to be less open at first to people because they often have an agenda or preconception about her. You're already on your way to demonstrating value, which you know from Magic Bullets is the key currency of attraction.

Cold Reads Outside of Transitioning

Cold reads make very useful Attraction and Comfort routines, and can sometimes be helpful in Qualification too. There are several examples of this on the interview and in the Love Systems Routines Manual. This is a little more advanced than I usually get in blog posts – the later in the interaction, the more skilled you have to be to use cold reads effectively. It's a great tool once you get the hang of it.

Advanced Cold Reads: Framing

Using cold reads to tell her what you want her to be is a powerful technique. Did you notice in Mr. M's example that he is framing her to be someone who "enjoys having friends" but "only lets a few people" in? Then he reveals that he is "the same way" which can imply commonalities, conspiracy, trust, shared realities, and so on, and will no doubt be a useful conversation to come back to once Mr. M reaches Qualification or Comfort.

This particular transition routine is one you could use a few seconds after meeting someone. A few minutes later, you might make your framing more aggressive – telling her that she is sexual, independent, not hung up on what her friends think all the time, spontaneous, adventurous, and so on. If done in a compelling manner, she will want to be this person for you.

The "ring finger routine" is one of several such sexual-framing routines included in the

Love Systems Routines Manual.

The Cold Reads Interview

There's only so much we can cover in this post off of a one-hour interview – and to be honest, I don't want to get so advanced or detailed that I start confusing newer readers. But you should get the full Cold Reads interview or click here to see the whole catalogue of instant downloads). The interview includes:

- "The Cube" – how and why it works.
- More examples of my favorite cold reads, and The Don's as well.
- Using cold reads for physical escalation (touching).
- Three common mistakes guys make when cold reading – including one you'd never expect to be a mistake (most guys do this).
- Advanced sexual framing.
- Cold reads vs. warm reads.

If you're a subscriber to the interview series you should already have received this. If you're not, I strongly recommend that you subscribe to the Interview Series. (You should become one... there's a reason why every Love Systems instructor has specifically credited the Interview Series as being crucial to his development... and a reason why most instructors still subscribe, even though they have among the best skills out there.)

Enjoy!

Humor, Sexual Framing, and the Zen of Cool

Posted by Savoy on Thursday, November 18, 2010

To celebrate Big Business' promotion to Master Instructor, I wanted to revisit one of his classic and famous writings. It's right in his Expert Zone of a mixture of sexualization, humor, framing, and understanding the Art of Cool. Over to Big Business:

Hey gang. Big Biz here.

When I first moved to New York City, I used to read all the time about how women wanted a guy with a good sense of humor. It was in every magazine, every talk show…even my female friends would tell me the exact same thing. Even the Magic Bullets Handbook said so, and Magic Bullets is well-known for contradicting conventional wisdom (and being right).

You'd think that a professional comedian such as myself would have no problem with women then, right? Wrong. After years of dating disappointments I signed up for my Love Systems Bootcamp and got to work building my life the right way.

I noticed instantly some things that I was already doing right (thanks to my improv and standup training), but some other things that I had WAY wrong. I want to talk to you guys about one of those things right now.

Going From Funny to Sexy

Why is it that so many really funny comedians have so much trouble hooking up with high quality women? How to you go from being the funny guy to the guy she wants to take home?

The answer is to use humor to mask your sexual intent. That means bringing up the topic of sex, but in a funny way.

You should always be looking for opportunities to bring up the topic of sex with a woman that you are interested in, even though it can be hard to find a way to make it not creepy. When you talk about sex, you subcommunicate that you are someone who is interested in sex, who has had sex before, who is confident about sex. You start to paint the picture that sex is a normal and important part of your life.

You also start to introduce the idea of sex with the woman you're talking to, which is really important, especially if you want same night lays. She'll have a hard time putting you in the friend zone if you've already brought up the idea of hooking up with her.

Not only that, but if done in the right way, simply talking about sex can be physically exciting to her. It is a huge tool in breaking though levels of intimacy.

So how do we do this without sounding like a total creeper? The answer is above. USE HUMOR!

One of the things I've noticed from having done hundreds of approaches is that you can get away with a lot if you are funny. If you've read any of my On The Fly articles, you'll see exactly how much you can get away when you are joking around with a woman. Knowing this, you should always start your sexual framing in a way that's funny.

Two Techniques for Funny Sexual Framing

There are literally hundreds of ways to work sex into conversation, but for the moment I'll hit you with two that are super easy.

The first is to hide it in a role play. A role play is putting you and the woman in a fake scenario that she can play along with. For example, pretending that you are breaking up even though you just met:

- "I'm totally breaking up with you. I'll come over tomorrow to get my CD's and for the breakup sex."

You can even pretend that you've been married and add all sorts of crazy fake details:

- "That's it! You and I are getting a divorce. Just as well. You could never handle me in bed anyways."

Once you have the fake scenario out there, you've got free reign over the kind of material you can make up. Why not make up something sexual?

The second technique has to do with one of my Disqualification types. In my Humor, Improv and Attraction seminar I go deep into Disqualification and go over the 10 different types. One of those types is called Raising Your Value, in which you boast about your positive qualities. You talk about how attractive you are, how cool you are, and most importantly, how sure you are that the woman you are talking to you is attracted to you:

- "You're such a sexual predator. I can feel you undressing me with your eyes right now!"

or

- "I'd appreciate it if you'd get your mind out of the gutter. I know it's hard because I'm so hot, but just do your best and think unsexy thoughts."

In both of the above techniques, even though it's just a joke, it still breaks through those

same levels of intimacy. It has the same effect, even though it's just a joke! The above tools are a good place to start, but it really is just the tip of the iceberg. Using some of the other techniques I teach in Humor, Improv and Attraction, you can jump off comments like those into some super charged sexual framing!

For example, did you know that these sexual jokes are a perfect opportunity to escalate physically? Just throw it into the joke! Why not have the fake breakup conversation with her sitting on your lap? Why not give her a friendly hug then accuse her of copping a feel? The possibilities are limitless if you're looking in the right places.

Of course they have to be in on the joke for this to work, so make sure you get on the same page with them as soon as possible.

On my blog I go into a few comedy concepts that can help you be funnier with women, like heightening and building the world. Those tools are exactly what these kinds of sexual jokes need, so if you haven't checked it out, make sure you give it a read ASAP. Good luck!

Big Business
Official Love Systems Instructor
Base: New York City

Love Systems Tip of the Day: She Has a Boyfriend

Posted by Savoy on Tuesday, December 16, 2008

This will be old hat to those experienced with Love Systems, but it came up in a student's one-on-one with an instructor last week that I was observing, so I thought it was worth a quick tip.

Beautiful women ("9"s and "10"s) almost always have a boyfriend, or someone who fills a boyfriend-type role in her life.

Why shouldn't she? Did you think you were the first guy to notice her? The first guy who knows how to attract her and can fulfill her emotionally and physically?

Yeah, some women are on the rebound, others have decided to try being single for a bit, others are really selective, etc., etc. - but in general, don't expect a beautiful woman to not already have at least one man in her life. Sometimes it's a "serious" relationship with Mr Right and sometimes it's "Mr. Right Now".

Now, here's a key implication - remember from Magic Bullets on how a woman's emotions work "backward" in terms of being attracted to a guy? She's looking for a guy with a sense of humor, status, social intuition, and so on, but what she actually responds to is what men who have high-value characteristics are generally like.

To use a cliched example, women like confident men, not because they are confident, but because confident men tend to have a lot of qualities that women look for (success, ambition, leadership, social intuition, etc.) and men who don't have these qualities don't usually come across as confident.

So, beautiful women with boyfriends....they are used to lower-value men, the type of men who have never dated beautiful women before, putting a lot of emphasis on whether she has a boyfriend. They'll ask if she's single. They'll back off when she mentions a boyfriend or another guy. They'll be "respectful" at all costs.

Asking a woman if she has a boyfriend or putting a lot of weight on it when she says she does is kind of like approaching her with "can I buy you a drink" or buying her flowers on the first date. It's something low-value men tend to do, and something high-value men tend not to do. Many beautiful women will instantly lump you in the low-value category if you react when she mentions a boyfriend, even if she doesn't know why. (Women often don't know why they feel attracted or lose that feeling of attraction - or they rationalize their feelings to another cause)

In contrast, the type of guy who doesn't react when she mentions a boyfriend - usually those kinds of guys are successful with women and know how the world works.

(This is NOT to say all women will cheat. In fact, in one chapter of my relationship management DVD set, I explain the Love Systems infidelity model -- a predictive model that lets you determine how and when a woman is likely to cheat. Some never will).

By the way - a lot of times, a woman will mention a boyfriend for no reason at all, or to "test" you, or for a million other possible reasons.

Check out of one of my field reports last year for an example of this.

When a woman I'm interested in tells me she has a boyfriend - the dialogue goes something like this:

Her: I have a boyfriend
Me: That's nice. Does he treat you well?
Her: Yes
Me: [quick pause. eye contact] I wouldn't [slight smile]

And move forward into the next topic. (Credit retired Love Systems instructor Future for this)

So - in summary - if she says she a boyfriend, don't make it a big deal, don't get into a conversation about it, it's not a conversation that will help you. Just move forward to conversational topics that will help you. This applies until you sleep together.

For those worried about bad karma -- trust me, if she really does have a boyfriend and he is giving her everything she needs and she's not the type to cheat, she'll mention the boyfriend again, and she's not going to cheat with you anyway. My game is pretty tight to say the least, and I've met women who I could throw the kitchen at and won't budge from "I have a boyfriend" as a response to anything that would cross the line. Most beautiful women who go out a lot (especially without their boyfriends) aren't this committed, but many are. One cool thing about our relationship management stuff is now we can predict her behavior...before she becomes your girlfriend.

PUA VIDEO
How to Pick Up With a Wingman

Posted by Savoy on Tuesday, March 1, 2011

Check out this interview on Advanced Winging. Some important points from the video include:

- Wome aren't going out alone. If you're meeting two women, the other woman will get bored and ruin your interaction unless you have a wingman
- Send only one person to approach a group.
- The wingman code: whoever goes in first gets to choose the girl they want.
- Tactics you can use with your wingman

http://www.youtube.com/watch?v=2SqQIOlxmls&feature=player_embedded

Daytime Dating Reviewed by Girls Gone Wild

Posted by Savoy on Wednesday, September 29, 2010

Below is one of the mainstream reviews of Jeremy Soul's powerful new book Daytime Dating. The full article and actual pages of the magazine are available here: Girls Gone Wild Reviews Daytime Dating.

Excerpt follows:

The Art of the Pick-Up

When most people think of "pick up artists," they think of cheesy lines, cheesier outfits, and late nights at bars and clubs.

What if I told you that one of the world's best pick up artists – voted the absolute best in the world by his peers in 2008 and #2 last year – not only looks and sounds normal... but he doesn't go to clubs? Enter Jeremy Soul.

Since 2007, this internationally-renowned dating coach has been teaching workshops on how to meet and attract women in daytime environments (aka "Day Game").

"When I see someone I'm interested in, I want to be able to meet her right away, not hope to see her on some dark dance-floor sometime. A lot of amazing women don't go to clubs," explains Soul. "You cross paths with many pretty, available women every day – at the coffee shop, supermarket, even walking down the street, and most guys don't know what to do, so they do nothing. It doesn't have to be this way."

Out of these workshops comes Jeremy Soul's first book, Daytime Dating – Never Sleep Alone.

How to Pick Up Girls in the Daytime

At about 200 pages, the book is detailed but a fairly easy read, with lots of examples, conversation transcripts from actual pickups, and links to hidden camera video (of Soul picking up women) to help explain some of the techniques.

The book takes readers from first meeting a woman to getting her back to your place and closing the deal, explaining every nuance along the way. Take this example "conversation starter" where the author suggests what to say next time you see a cutie at the coffee shop:

"Excuse me, hi. I just saw you sitting there and I had to tell you, you have an amazing style. I really love your look; it's so well put together."

At first glance, it's nothing special. But look deeper. As Soul explains, this is a specific compliment about something that's important to most beautiful women: how they put their look together. It's not generic ("you look like an interesting person") or an accident of biology like "you're hot." Her "look" is a choice. It's subtle, and the kind of thing that a man who has had beautiful women in his life would know to say.

According to Soul, beautiful women react to a guy who they think is "peer approved." If other hot girls like him, she is apt to look a little closer. If she thinks she's normally out of his league, she'll get turned off. She's not necessarily looking for a player, but she's looking for someone who belongs in her world.

Building attraction? Don't ask too many questions like "What do you do?" and "Where are you from?" these just remind her of the last 1,000 random guys who did the same thing, and it tells her nothing about you early on, when she's making up her mind about you. Mix questions with statements about yourself. She'll respond in kind.

Compliments: Don't compliment her looks directly, Soul says. Beautiful women hear compliments about their looks all day. Compliment her for her sense of humor or ambition or even just for what the two of you have in common.

The same detailed approach – backed up by case studies and examples from Soul and his former clients – applies throughout the book, from attraction to rapport to getting her home to dealing with "cold feet" at the last minute. All with an impressive treatment of contingencies (if she does this then you should do that), variations depending on whether she's at a coffee shop vs. an airport vs. walking down the street, and so on.

Does it really have to be this way? It all comes down to Soul's claim that "it doesn't have to be this way," when you come across a gorgeous girl at the cafe. You don't have to point her out to your friends and secretly hope to see her again. There's an alternative.

If you're single and want to date higher-quality women but don't love nightclubs, it's hard to imagine anything better than Daytime Dating (though if you have a girlfriend, this is NOT the book you want her to catch you with).

Daytime Dating is available now and all Love Systems products come with a money-back guarantee.

Jeremy Soul is head of the worldwide Day Game practice at Love Systems, the largest and most prestigious dating coaching school for men. Click here for more info on Daytime Dating!

Pick Up and Hook Up on Spring Break

Posted by Savoy on Tuesday, March 9, 2010

Check out this classic article from Braddock on picking up and hooking up on Spring Break from the Cancun master himself!

Spring Break Pick Up – Basic Introduction
By Braddock

PART 1: Before you go
PART 2: At your hotel
PART 3: Pre-parties
PART 4: At the club: Approaching
PART 5: At the club: Taking it to the next level
PART 6: Taking her home
PART 7: Setting the right frames

If you've ever seen Spring Break or Ibiza or any big festival on TV, you know how filled with beautiful women they are. Combine music, sand, sex, and alcohol, and it should be easy. So why do so many guys come home frustrated?

Most of the time, it's because they're making things MUCH harder for themselves than they need to be. Like any situation involving women and dating, you can make it hard or you can make it easy. I'm going to show you how to make it easy.

PART 1 - Before you go...

Your choice of hotel MATTERS. A lot.

There are usually 1 or 2 hotels that are where all the action is and where most of the hot girls will be staying. Call around if you don't know which these are. It's important.

(Don't assume that it's the most expensive hotel – often it's not.)

Doing this gives you three huge advantages.

1. You now have a 24/7 supply of beautiful women to hang out with, either as potential partners or as a mini-social circle so you can attract other women.

2. You are always going to be going "home" with beautiful women. Instead of trying to convince a girl to ditch her friends to go to a hotel she doesn't know with a guy she doesn't know (possibly all in a foreign country), all you have to do is convince her to walk down the hall to your room.
3. It's very common on spring break or at party places that hotels will only let guests into the hotel at night. If you don't have a room there, you're not getting a wristband. If you don't have a wristband, you're not going to a hotel room with her.

   (It's possible to defeat the evil wristband police - on one of my most epic spring break adventures we met 3 really hot girls and had to smuggle them past gate security by hiding them under blankets in the back seat. But I can't count how many beautiful women I lost on spring break because they couldn't get into our hotel or we couldn't get into theirs.)
4. Pack some props for your hotel room. As you'll see in the "pre-party" section coming up, the right props can mean the difference between success and failure.
5. Also bring daytime/beach/pool props. This is something I stole from Savoy – he was telling me how he'd bring something interesting like a handwriting analysis book or a professional-looking photo portfolio along with a towel and sunglasses to the beach. When he saw someone he wanted to meet, he asked her to "watch his stuff" when he went to swim or get a drink. When he came back, at least half of the time the woman would be curious enough to start a conversation with HIM!

Hot girls hitting on you, surrounded by sun, sea, and drinks. Sure beats Monday at the office...

PART 2 - At your hotel...

Don't spend the daytime passed out from drinking the night before. A spring break hotel is a perfect opportunity to combine the pickup techniques of a Love Systems Bootcamp with the social alchemy of our unique creation, Social Circle Mastery.

Crack into as many groups of women as you can. Get involved in stuff. Surf. Swim. Hang out on the beach. Play beach volleyball and make some new hot friends with something like "Hey, we need two more girls for our team; you guys down to play?"

It's way easier to seduce a woman over many interactions over a week than it is as a one-shot deal (like if you tried to go from meet to sex the first time you met her). It's not like if you saw her at a bar and have no idea whether you'll see her again. You know where she'll be. She's at your hotel.

In other words, building value over time is way easier than trying to turn a hot "10" from Ice Queen to Love Slave in the last hour at a loud club.

And when you do see her at night, your work is cut in half. She knows you, so you won't need to approach. She'll be more comfortable hanging out with you than if she'd met you at the club.

Use the daytime to build comfort and some qualification. Some intrigue-based attraction is fine, but go easy on the high-energy emotional spike stuff. (The Love Systems Routines Manual explains the difference and gives examples of word-for-word scripts for either scenario.)

When you're out at night, pull out your high-energy state-based attraction game. Let her see you – the cool guy from the hotel – as a hot and sexy potential catch at the end of the night. You'll be miles ahead of the drunken strangers trying to pick her up.

No, this isn't the way the Emotional Progression Model (one part of the Love Systems approach... if you're lost, head over to the Magic Bullets page and pick up the book now or download the free sample pack) works, but then again, the Love Systems Triad is designed for the real world. Spring break is not the real world – it's an artificial reality full of tens of thousands of young, beautiful, sexually-minded women out for a party on the beach.

But there's also another, EVEN MORE IMPORTANT reason why you should make friends with women at your hotel.

They're your mini social circle.

Use them to attract MORE women – the women you do sleep with. Just like in normal life, having girls with your group will make you more attractive to approach other women (in the book Magic Bullets, we call this phenomenon "Pre-selection").

Spring break is filled with drunk obnoxious guys hitting on every hot girl. You'll stand out if you're the guy who women are hanging out with and having a great time. So don't run around 'your' hotel hitting on every hot girl.

(Of course, if she's not staying at your hotel, or she wants to go "chill" in your hotel room, go for it.)

These women – your mini social circle – are not your territory to be defended at all costs. Be relaxed and even encouraging if they talk to other guys. Don't kill the goose that lays the golden eggs...

PART 3 – The Pre-party...

Do NOT neglect this crucial technique. This is one of the biggest differences between men who are successful on spring break and men who aren't.

If you hit it off well with a girl or group of girls from your hotel, ask them what club they are going to that night. Whatever club they say, you say... "cool, I think that's where we are going. You guys want to catch a cab over together?" If they say yes, then invite them over to pre-party in your room at 8 or 9.

This means you should have music and a few drinks in your room so they will want to stay and will want to pre-party there next time. Drinking games, music, anything silly and fun. Don't rush it with these women. Let any hooking up or coupling happen organically. Over the course of the night, some or all of their group is going to break off and meet other guys, and some of her girls won't like your buddies in that way. It doesn't matter. Don't make anyone uncomfortable by acting jealous.

PART 4 - At the clubs – Approaching...

Using indirect or opinion openers can work if you find a quiet area in the club, but you will quickly need to get into a topic that is fun. Spring break is all about cutting loose and being crazy. Deep, low-energy conversations won't get you far.

Myself, I prefer to use a direct or situational opener on spring break.

Don't worry if approaching seems a bit harder than you are used to. The clubs are so big, loud, and high-energy that it's inevitable. But it's also not as big of a deal. It's not like a quiet lounge back home where you have to maintain your social proof because everyone will notice. On spring break, you can get blown out a dozen times and no one will notice or care.

Direct Opener Examples:

"You are cute/hot, what's your name?"
"How do you expect me not to hit on you when you look like this?"
"You are really cute, I'm Braddock."
"I don't think I've met you yet, I'm Braddock."
"I'm not sure what to say to you, but I had to meet you... I'm Braddock."

Situational Opener Examples:

"I'm sorry, there's actually no dancing in here."
"I'm sorry, there is actually no drinking in here."
(To a tall girl) "Hi, I'm not really into short girls, but you are really sexy."
(To a short girl) "Hi, I'm not really into tall girls, but you are sexy as hell."
"Excuse me, do you know what time the bible study starts tonight?"

PART 5 - At the clubs – Taking it to the next level...

I'm probably going to sound like a broken record here, but logistics are key.

One of the great things about the new Love Systems model is that Savoy made logistics an explicit part of the process. I always felt that it was something that was lacking from how "the community" thought of pickup. And then we just did a great interview with Soul specifically on Logistics: Taking Her Home.

Well, guess what? Logistics are EVEN MORE IMPORTANT ON SPRING BREAK.

With every woman you talk to, find out her situation. Even if she's the hottest woman on the planet, it's a waste of time if she is staying 20 miles down the beach and she drove the rental car so all her friends could drink. Are there 10 girls staying in one room? Is she staying in a Fort Knox of a hotel? Are her friends extremely judgmental? Find out logistics early and cut bait if they're not favorable.

Remember that spring break is slightly different than normal club situations. Women aren't looking for their next boyfriends. Don't make the mistake of being the serious deep

philosophical guy. Avoid attempting to run deep comfort until you get her back to the hotel or at least until you can get her somewhere quiet like a walk on the beach. In most venues it will be much too loud and crazy to hold a woman's attention if you try to slow things down and get deep.

Your main emphasis should be on keeping things playful and physical. This is best done through teasing and short role-plays, dancing, and leading. You may want to upgrade your skills in teasing and in role-plays by grabbing those audio guides (from our audio catalogue) first and listening to them on your way down.

Once you have her attention and attraction, focus hard on Logistics. Move her as much as possible. You need to build momentum for the point at the end of the night when you are expecting her to go home with a complete stranger to a hotel room she has never been to, in the middle of the night, possibly in a foreign country. Build momentum so that she gets used to following your lead.

Do NOT rely on phones, text messages, and phone game on spring break. Hot women (and the men they are interested in) are a dime a dozen and in the high-stimulation "party" atmosphere, it's almost weird to be putting too much effort into one girl. She'll wonder why none of the other 999,837,846 hot women on spring break are responding to you if you're so focused on her. Sure, take a phone number; it can't hurt, but don't expect great results from standard phone and text game.

The dance floor is the quickest way to escalate things physically (even if you can't dance, just move her to the center of the mob and grind away). These places are usually so loud that dancing is one of the most powerful tools in your arsenal. Of course you don't 'have' to dance and you can have success without it, but it will make your life much easier.

Dancing also eats a ton of time, which builds comfort, and takes care of the second pillar of the Love Systems Triad: Physical Escalation. Even if you can't dance, dance anyway. (For the blueprint on comfort and physical escalation, look no further than Magic Bullets.)

PART 6 – Taking her home...

Beware – don't sleep with a clingy girl who is staying at your hotel if you don't want to be seen with her all week. If she is really into you, she will get in the way with other women.

To avoid this, set the right frames both BEFORE and AFTER you hook up.

Before you sleep with her:

Spring break is not a place where you are likely to meet your next girlfriend or future wife. Spring break is all about hooking up 'now or never.' If you are the kind of guy who is used to phone numbers, dates, and building deep comfort, you may be frustrated on spring break. The women are flaky and spring break is not logistically set up for dates.

Because of the lack of comfort-building opportunities, it's not uncommon for women to have second thoughts once they're in bed with you.

Protect yourself against this frustration by setting frames that imply sexual intent. You

don't need to be overly sexual or pushy, but it is a good idea to introduce at least some sexual dialogue. The key is the timing. If you introduce it before you have solid attraction it will destroy your chances. You also want to wait to set these frames when you have some privacy and her friends aren't listening.

[For a complete discussion on the Seduction phase of the Emotional Progression Model and how to deal with last minute resistance, see Magic Bullets.]

Examples of Pre-Frames:

"This is so weird that we met like this. It sucks we only have a week together."

"You know what I like about you? You seem like you're really open minded. I like that. Most people are so judgmental and uptight."

Pre-Frame by Challenging Her Sexually:

"You are really sexy and really cool, but I bet you are horrible in bed."

"You are really sexy, but I can tell you are a bad kisser."

"Oh, you're from the Midwest? So you are definitely a total prude."

"We can't hang out, this ends in a makeout."

"I love those shoes... if we end up having sex, you are leaving those on."

"You're really hot, but I can already tell you are too much of a nice girl for me."

"You're from the South? Okay, so you still have those weird 1950s views on boys and sex, right?"

"We could never date. It would last exactly 2 months and be nothing but fights and makeup sex."

"It's a good thing you don't live in Los Angeles... we would have sex like 5 times a day."

After you sleep with her:

When you see her the next day, don't act weird. Just act exactly like you did the day before. Don't make out with her or run around the beach holding hands. Just be flirty and playful. If you are just being social in general then she won't notice that you are actively gaming other girls. If you try to hook up right in front of her it might cause problems, but if you are just talking to everyone, she will assume you are just a social guy.

The truth is that you should just avoid the women that you think will be clingy. Most women on spring break won't be. They are there for the same reason you are and are worried YOU are going to be clingy or get in the way of the rest of their spring break.

For that reason, even if you like her, don't treat her like she is your new girlfriend. You may or may not hook up with her again on the trip, but the fastest way to guarantee that you don't is to turn into a clingy boyfriend.

PART 7 – Setting the right frames...

To set good frames, focus on stuff like "this was hot" and don't place an emphasis on the connection you made, the feelings you have for each other, or how glad you are that you met. Focus on "how attracted you are to her" and "how much she turns you on."

Keep things light/silly/playful after sex. Don't let things get too serious or awkward. When you wake up there will often be other people in the room (your friends or hers). I will often say something like the following to lighten the mood of the awkwardness of being naked in a stranger's hotel room the next morning.

Example in Action:

Braddock: "Mr. M, thank God I'm a moral rock. This girl tried to seduce me last night. I told her that I'm from Oklahoma and that we don't even kiss girls until the second date, but she insisted that I take my clothes off."

Girl: "[Laughing]... Whatever!!!"

Braddock: "Mr. M, you know how shy I am in bars and clubs. I was in the corner minding my own business and this girl comes up to me and basically forces me to drink alcoholic beverages, was uncomfortably touchy feely, and was talking all smooth."

Girl: "Hahaha... Whatever, Mr. M, he came and talked to me!!!"

Braddock: "Mr. M... don't let her paint me with an unfair brush. You know I'm saving my virginity until marriage. As a matter of fact... don't you think it's only fair that she buys us breakfast as payment for tricking a sweet, innocent Oklahoma boy?????"

Mr. M: (Said in silly Australian Accent) "Yeah, I think that is more than fair. I mean I'm going to have to hold him and explain to him that you aren't going to marry him."

Girl: "HAHAHA!! You guys are awesome! Let me call all my friends and have an orgy."

Okay, maybe that is taking it a little far, but you get the point.

It's all about keeping things silly and light. You must steer the ship. If you keep things light and fun, she will stay light and fun. If you take things deep, she will go deep.

Good luck on your spring break adventure.

-Braddock

Don't Be Alone on New Year's Eve

Posted by Savoy on Friday, December 26, 2008

Don't be alone on New Year's Eve. A few years ago, I was, and it sucked. So even though I wrote about this in the LSi a few weeks ago, it's worth re-publishing here.

First, you're passing up a great opportunity. And second, it doesn't really set the tone for a good 2009, does it?

Fortunately, all the odds are in your favor. Print out this guide to plan your night and take advantage of what nature is giving you.

What's really going on with New Year's Eve?

- People are festive and happy.
- They don't have to work the next day.
- They want to feel close to each other.
- No one wants to be alone.
- Barriers are down.
- Alcohol is flowing.
- It's more socially acceptable to hook up.
  (The last of these is an example of where the magic phrase "it doesn't count" comes into play. Those three words have been responsible for more sex with more beautiful women than any other I know…to add those to your arsenal check out the now-classic Soul/Savoy instant download on Female Psychology)

So, that's all good. Now here's what to expect:

New Year's Eve at Clubs

If you're going to club, it's going to be more intense than usual. You have to be high-energy and be the life of the party. This doesn't mean being drunk and obnoxious (though I almost certainly will be, but that's because my name is Savoy and I'm an alcoholic). It does mean giving off a powerful, upbeat social energy.

This is otherwise known as "being in state". There are a bunch of great tactics we've discovered that let you feel at the top of your game every night you go out. Discovering these helped turn my game from hot-and-cold to hot-and-hotter.

One thing I see guys messing up all the time is when they get to a club or party and then do a reconnaissance mission around the place – to see where all the cute girls are, for future reference I suppose, or more probably as a tactic to avoid having to approach right away.

Don't do this. Approach as soon as you arrive. I don't care if you're sexually attracted to the first woman you approach; I don't even care if you approach women. Just establish the momentum that comes from arriving somewhere and instantly being part of the social scene there.

If you want to learn how to put yourself in the type of positive, powerful emotional state that women respond to, even when you're not in the mood, download Moxie and Savoy on Getting in State. It's got specific tips you can start using tonight.

Also, at clubs, you'll also see a lot more women who don't normally go to clubs, but who will make a few exceptions every year with New Year's being one of them. Most of these women will be in large groups and many of them will be dancing. So, be aware that there will be beautiful women on New Year's Eve who don't always act like you may be used to beautiful women acting at clubs…they may a little friendlier and down to earth.

So if you're using to a lot of hard-core teasing and disqualification, make sure you're watching her reactions and pick up on signals when it's time to tone it down.

New Year's Eve at House Parties

House parties are like extended social circles. You're all at the same party because you're all no more than a degree or two of separation from anyone else.

Mr M and Braddock are the experts on this so I'll quote them when they warn:

"Don't treat your social circle like a nightclub"

For example, you can generally use a lower risk-reward opener at a house party. People are expected to talk to each other, even if they are strangers. In practice, most people at private parties will have some connection to each other anyway, such as having mutual friends or a mutual connection to the host.

In other words, you don't need higher-risk openers to cut through the social barriers that you might find yourself faced with at clubs. Even "Hi, I'm Joe" or a functional or a situational opener will usually be fine at a house party, whereas an elaborate opinion opener might seem weird. It will definitely seem weird if you use you come across oddly, especially if you use it more than once at the same event. (If you don't know what low or high risk-reward openers are, or the difference between functional, situational, opinion, direct, and challenging openers, this is all available for no charge – download it right away – as part of the sample chapters we offer on the Magic Bullets page. No excuses. Head on over there now. I'll wait.)

While I normally advocate taking risks, you want to be a little more strategic in a party setting. If your warm-up approaches misfire, it's normally not a big deal. Find another part of the club, and, with luck, no one will have seen your first approaches. Even if you bomb an

entire club, there are more clubs. You'll never see these people again.

At a small- or medium-sized party, if you fail on the approach or seem awkward, you can assume that everyone will see it. No girl wants to be with the "creepy guy who was hitting on everyone" or the "weird guy with all those pickup lines". Even if she didn't notice and she likes you, you can count on her friends "rescuing" her from you later.

The same factors that hurt you if you're treating your house party like a nightclub can help you if you play it right. You don't have to approach most women "cold" – you'll know someone who knows her, so you can easily be introduced or "just happen" to meet her when your friend is nearby. It will feel much less like a pickup to her.

Here's another one. Say you meet someone early in the night and have some chemistry with her. Later, you can ask a mutual friend about her.

DON'T say something like: "I really like Sarah".

DO use the opportunity to qualify her through a mutual friend. For example: "Sarah seems cool; where do you know her from?" Your friend will understand the sub-communication, which is "Sarah made a good first impression on me, and I'm a little curious about her."

Done properly, your friend might even do a lot of the hard work on your behalf.

Your logistics at a New Year's Eve party are also different. You're probably not going to leave the party to go somewhere else, at least not before midnight, so think of places at the party where you might be able to get to know her better.

If you're offered a tour, take it. Know this stuff in advance.

I once lost a foursome (with three women) because I didn't do this on New Year's Eve at a friend's part in New York. I had three women in tow, and all we were looking for was an empty bedroom. Filling the energy dissipate while we wandered around the party, I finally found a room that seemed empty – until a knock on the door 10 minutes later from the owner of the room and his "date". By then, I couldn't get all three up for the idea of continuing to look around (especially since we'd been "caught") – but with a little planning and foresight, I would have known there was a comfortable furnished basement open.

Learn from my mistakes, folks.

By the way, if you want to learn how to be a master of logistics – especially when and how to get a girl home from the bar, party, club, or even the daytime coffee shop where you met here – Soul and Johnny Wolf have a killer guide, full of specific examples and things you can say.

Download it here right away, and start using these before New Year's Eve:

PART FOUR

PHONE NUMBERS, TEXT GAME, AND DATES

How to Get Her Phone Number

Posted by Savoy on Tuesday, November 2, 2010

You spend an hour getting ready to go out. Maybe two, counting travel time. Maybe you review your copy of the Magic Bullets Handbook before you leave. You probably approach a few different women before you find one you really like. You're about another hour into talking to her when you ask for her phone number….

WAIT!

Don't screw this part up. You've already invested a few hours into your night – and this woman could be your future long-term girlfriend or whatever… or you could screw it all up in about 30 seconds.

Remember these ten rules:

1. The phone number by itself is useless. What's important is that she wakes up tomorrow wanting you to call. The phone number just gives you a way to do that. Your goal is to make an emotional and physical connection. A phone number is not a goal. Usually if you are making a great connection, she will offer you her number without you even asking for it.
2. Make sure she has your phone number in her phone when you get hers. Not because she's going to call you (she probably won't, no matter how much she likes you). But so that when you call or text, she knows who it is. The "oh, hi, who is this?" conversation is a momentum killer, and you know from Magic Bullets how important emotional momentum is.
3. If you ask for her phone number, don't act like you're applying for a job or a raise in your allowance. She is not "rewarding" or "granting" you her phone number…think of it like any logistical detail when two people are making plans. Ask for her phone number in the same way you'd ask your friend what time the movie is.
4. Because of this, discuss at least vague plans before getting her phone number. Getting her number so you can "call her sometime" is for teenagers. Get her number so you can let her know about that concert you were talking about going to together.
5. Don't leave the conversation right after getting her phone number. Why would she want to go to the trouble of seeing you again if you're too awkward to see her right now? Wait for an emotional high note (leave her wanting more) and leave with a logistical excuse ("I'm ignoring my friends; I should get back to them")
6. Or even, don't leave at all, or only temporarily. There's no rule that says that once you get her phone you can't go for the "same-night lay". [If you're new…same night lays don't

happen by just hanging around her and her group…if you're new, don't mess it up with a woman you might be interested in by staying TOO long after getting her number]

7. When you get back to your friends, shut the heck up. Don't talk about her – your friends will look. You can spoil the best pickup in the world in a split second if she sees your friends cheering you on for getting her number.
8. Don't keep bumping into each other after the initial phone number. It can get really awkward.
9. On the other hand, don't worry if she sees you flirting with other women, as long as A/ you're not getting blown out and B/ it's not the only thing you're doing. She'll probably flirt with other men too – don't look, don't compete, don't worry about it.
10. Don't call or text her to check if it's a real number. When guys do this to women I know, even from a different or blocked phone number, somehow they always know.

This is of course only scratching the surface. For the complete guide to getting phone numbers, calling vs text, hundreds of great text messages and conversations, and so on, check out the Ultimate Guide to Phone and Text Game. Some of the chapters you can download right away at no charge, so there's no reason not to head over there right now.

Field Report

Epic Same Night Lay by Daxx

I never post about my lays, but this was one of the most epic same night lays I've ever had without fail...so in other words I felt it deserved a write up lol. Was planning to write this sooner, but only got back from a week in Vegas for the Superconference a couple days ago so my head's only just about on thinking terms again. This was from a couple weeks ago when I was out with DaHunter. As Braddock would say - we had been working like ugly strippers for a couple weeks straight, and like you will know, if you work for a few weeks solid without going out your head gets caught up in the work mind space so when it comes to going out and socialising again you're like a fish out of water.

We were only planning on having a couple drinks & chilling but like most nights we've had out lately, throw us in the mix of a club full of hot girls & alcohol and prepare for the night to escalate faster than expected (may have something to do with DaHunter opening at least 5 girls within 2 minutes of being there before we've even made it to the bar...if there was an opening robot that opened anything with tits and ass it would have his face on it). After opening 10 or so sets that pretty much all hooked to some degree, we're having a drink at the bar and notice a bunch of the girls we'd opened were hovering around us. Naturally, we can't help but start to bring the thunder, and what happens when you bring the thunder? You guessed it, you get lost in the storm.

I go to the bathroom and surprise surprise when I returned, DaHunter is making out with some hot blonde... so time to go lone ranger. I catch a cute brunette girl on my left look

over in my peripheral, after doing this for long enough you'll feel you've re-wired the Neuronets in your brain (from Braddock and Mr. M 's Inner Game seminar) and you link hot girls with opening them without hesitation. I turn my head, catch eye contact with her and say –

Me: 'So just because you're hot you think you don't have to say hi...'
She says (while smiling) –
Her: 'Uh...Hi...'

She responds positively but doesn't hook too much so can tell I've got some work to do. I start spitting the fire, and a couple minutes in she uses the 'Are you a player?' card. So I respond with –

Me: 'I've only got 653 numbers & had hooked up 17 times in the last 5 minutes so I'm not a player'.

I smile, she laughs and I carry on. I can feel she's slightly resistant so need to pull out some big guns...time for takeaways to come into play. I get her laughing and as I feel it hit the high point, I half turn her, get my phone out and start reading a text Bonsai sent me. I can tell her heads scrambling because I was just making her laugh and then turned away from her. She grabs my arm and says playfully –

Her: 'Hey don't ignore me!'

I smile, turn back and re-initiate conversation. The thing with takeaways is you want her to get the feeling of loss, not necessarily anxiety like she would if you stated your boundaries , but more that she has to chase you, then the reward which was a smile and reinitiating conversation is essential to make her feel like she's got your attention back. Even after doing just a small takeaway, her grabbing my arm and having to chase a little made a big shift from me chasing her, to her chasing me now. Thing about takeaways too is they can be used as pings, you can tell how much a girl is into you by how much she is willing to chase. Couple minutes later however she says again –

Her: 'Seriously though are you a player?'
Me: 'I told you just because I've got a different girlfriend for everyday of the week doesn't make me a player!' she laughs and says again
Her: 'Honestly though are you a player?'

Time to push more towards boundaries and give her some social anxiety so I say (In a neutral tone) –

'Look I think you're really cute and am having fun talking to you, it was funny before

but it's pretty rude of you to keep asking that.'

Takeaways give the girl the feeling of loss, whereas boundaries give the girl the feeling she needs to correct her behaviour. That's not a huge boundary, but it's enough for her to feel the anxiety. She then responds with –

'I'm sorry I just didn't know if I was just another number to you'. Now she's complying, remember the reward is essential so I say –

Me: 'It's cool, look are you having fun?'
Her: 'Yeh'
Me: 'Then let's keep having fun'

It's not too long until it's 2am and the lights start to come on so I say –

Me: 'You ready to get out of here'
Her: 'Yeh I think my friends are outside'
Me: 'Let's go'

We make our way outside but her friends aren't there so she says –

Her: 'Wait here I think my friends are still inside'
Me: (playfully) 'Well be quick because I'm not waiting forever!'

She goes back inside and I see DaHunter so we talk for a couple mins and she comes back out with a couple guys & girls. I'd spoke to a few of the guys earlier in the night so works in my favour big time when they say – 'This is the guy?! He's cool as shit you'd be crazy not to take him back!' When a girls guy friends say that, it's close to impossible that you're not going to bang her that night. We talk with her friends for a bit and while doing so, a girl from a couple weeks before comes out of nowhere, playfully hits me on the arm and says –

'Hey mister, do you remember me?' I hadn't banged this chick or anything but was with Braddock a couple weeks back and it was on with these two girls me & him were talking to. I didn't get her number though because Braddock got her friends number and we had said we would hang out soon. So now I have to keep it cool with her, keep it cool with the other girl, and keep it cool with her friends. With some friendly teasing and out of ear shot I tell the girl from a couple weeks ago that we'll hang out with Braddock & her friend soon. Back to girl #1 and her friends. I whisper in her ear 'Let's go'. We say later to her friends and start walking to catch a cab. It's going well and from all the hard work this is going to be an epic pull, but the best is yet to come. I hail a cab down and literally as the cab pulls up she goes –

Her: 'No we can't do this, I never take guys home and I know if you come back we're

just going to end up having sex' (Credit Braddock & get ready for this hardcore takeaway/ boundary)

Me: (I let go of her hand) 'You think the only reason I wanna come back with you is to have sex? If that was the case I wouldn't be here, I could have gone home with any girl I wanted in that place and the fact I kept speaking to you is because you're pretty fucking cool and I wanna get to know you better. But if you think the only reason I wanna come back is for sex then that's fucking disrespectful. You know what fuck this I'm out'

I turn to walk away, and she grabs me back and goes –

Her: 'No don't!'

Me: 'Alright let's go', jump in the cab and she is all over me like a fly to shit. We go back to hers and cocksmanship was maintained.

She said I was the first guy she'd taken home from a club, but what I learnt ever more than before from this is that girls will do what they can to murder their own seduction , even though they want it to happen. She was a cool chick and glad it happened, but the thing is I could have lost her at several points throughout the night, other thing to point out is she felt she knew she could lose me as much as I could lose her. When I turned to walk away, if she didn't grab me, I wouldn't have looked back. If you're going to use takeaways & boundaries you have to do them with 100% meaning, you can't be a pussy about them. That's why me & Braddock call it 'Man Game!' Without the size of the takeaways & boundaries building up & up as the conversation went further & further that pull would not have happened. Aside from the fact DaHunter & me social proofed the hell out of that place, the takeaways and boundaries are what made that a solid pull.

There was more in between that happened too, but I just wanted to highlight the main points, had to write this one up solely out of the effort it took to make it happen! A lot of what this pull has on an underlying level is something me, DaHunter , Braddock & Mr. M have been talking about lately on beliefs.DaHunter just made a sick post about beliefs here and recommend reading it if you're at a more advanced level.

MAN GAME!!!

Love Systems Fundamentals of Text Messaging

Posted by Savoy on Friday, April 25, 2008

This was written before publication of Braddock and Mr M's master oevre, the Ultimate Guide to Phone and Text Game. Get the book or download the free sample chapter here.

Text Game Basics
By Braddock and Savoy

Have you ever met someone great, gotten their phone number, but it never seemed to turn into a date?

At Love Systems we teach men how to succeed with women. We're like the male version of "The Rules" or Cosmopolitan that help women understand and succeed with men. You might have seen us on a recent episode of Dr. Phil, Keys to the VIP, Fox News, or elsewhere (check out our media section).

A while back, Nick Savoy, the President of Love Systems, wrote an article and did a podcast to introduce what we do – what we call dating science. For a smartphone audience, we wanted to follow these up with something focused on text messaging. This article will give a simplified overview of how to use text messages to go from the first time you meet someone to going on a date. Our overall system is explained in our flagship book Magic Bullets (see reviews here) and you can download some free sample chapters to get a taste.

If you're single and male, you might find this useful. If you're not, you might still be interested in the psychology of what we do. Our approach is based on evolutionary psychology and social dynamics and has applications beyond dating science. Here's what we'll be covering:

Why don't some phone numbers lead to dates?
Text message bridges
1) Re-initiate mutual contact
2) Increase the frequency and intensity of communication
3) Maintain or build attraction
4) Maintain or build comfort
5) The other side of the bridge
Damage control

Why don't some phone numbers lead to dates?

Let's say you see a very attractive woman at a restaurant waiting for her friends. Using our techniques, you approach her, attract her, and then get her phone number so you can "go out sometime". At that moment, she genuinely would "go out" with you "sometime"…

…but it doesn't always turn out that way.

Going out "sometime" is different from going out Thursday night (which is why, as we've discussed elsewhere, this is a bad way to get a woman's phone number). To see her "sometime" all you have to do is be more interesting than doing nothing. That's a pretty low standard. She can agree to that. And, if she has nothing else to do, she might actually see you. However, most desirable women rarely have "nothing else to do". For her to go on a date, you need to be more interesting than anything else she could be doing, like friends, hobbies, work, or relaxing at home. Or any other man she met that night - if you noticed her, other men did too. She likes all of the attention and flirting, but she doesn't have time to go on 9 dates this week.

Even if she did, many desirable women would still hesitate to answer your call, even if she was attracted to you when you first met. There are many possible reasons for this – some will apply to some women and some situations more than others:

- Safety concerns. Especially if she doesn't know you that well or you don't know people in common.

- Fear of social awkwardness. If she doesn't know you that well, she may wonder if the two of you will really "click". Even if she has no reason to think that you wouldn't, not being sure can be enough for some women to avoid a date that might be awkward or uncomfortable.

- Analysis. Why are you asking her out if you didn't meet for very long? Are you desperate? Are you a player?

- Timing. You don't know what mood she'll be in when you call or what she'll be doing. After meeting you just one time, her commitment to seeing you again can be pretty fragile, and if you don't get ahold of each other soon, memories and emotions dissipate. You lose value and emotional momentum (both of these concepts are explained in Magic Bullets but should be understandable in context) with every unreturned voicemail.

Naturally, the best way to deal with this is to make as strong an impression as possible in your first meeting. Most of what we teach on our Love Systems Bootcamps revolves around this, in order to lead to a more intimate situation the same day or to a date that won't fall through (depending on the situation and your preferences). But sometimes you can't do this – like in the above example when her friends are about to arrive and take her to dinner. So that's

why we created the "bridging" technique – to get from a situation where a woman might have a low commitment to meeting up again to where the two of you are on a date.

The lower her commitment, the more important these bridging techniques. If instead of meeting this woman at a restaurant, you'd been introduced to her by a mutual friend, and spent a few sober hours really getting to know each other, asking each other every question under the sun, spending time alone, kissing, and making plans to see each other, she would likely be highly-committed to seeing you again. In such situations, you can usually just go ahead and call. However, we will often still use bridging techniques because A) sometimes we might err and think a woman is more committed or less flaky than she turns out to be B) they won't hurt.

Some of these techniques may seem like overkill. Often they are unnecessary, since many women will happily answer the phone and make plans. However, they are important for a couple of reasons. If you meet someone special, it's worth doing the work just in case – increasing the odds of getting her out from "very good" to "near certain" is significant. Second, many of us got involved in dating science because we wanted to do "better" and to have more options than we normally would. What might be overkill when meeting the type of woman who might be attracted to you anyway can be crucially important when meeting a stunning, intelligent, fun, and sexy woman who attracts powerful and successful men wherever she goes.

Text Message Bridges

Without further ado, let's get into the meat of the system. Text message bridging has five major components:

1) Re-initiate mutual contact
2) Increase the frequency and intensity of communication
3) Maintain or build attraction
4) Maintain or build comfort
5) The other side of the bridge

1) Re-initiate mutual contact

After you meet a woman, use a text message to re-initiate contact instead of a phone call. Texts don't require much commitment. People sometimes don't answer their phones or listen to their voicemails, but everyone reads their text messages. You don't have to worry about her mood or her schedule when you text; if she's not free, she'll read it when she is. And it takes far less commitment on her part to return a text message than it does to answer the phone or return a call. Send your first message within 24 hours of meeting her, 48 hours at the most. This ensures that she remembers as much as possible from your first meeting and that the good emotions she feels toward you don't dissipate. This is especially important with younger women with a more intense social schedule who meet a lot of people.

Your first text is crucial. She has to respond and it has to point the two of you in the

right direction. The best way to do this is to use callback humor. Callback humor involves recalling topics, ideas, generalities, social or geographic stereotypes relating to your original conversation that you can twist into a joke. (Advanced men will actually deliberately "seed" the initial conversation with opportunities for callback humor).

For example, Braddock recently met Katie, a banker. During the initial meeting he teased her about her supposedly evil corporate ways. So his first text drew on this:

> "Katie the banker! Don't stay out too late, you have to be up early to foreclose on that orphanage of blind kids, you'll need to be fresh!! :) -Braddock"

Another night, Braddock met Julie. Among other things, they talked about relationships and pet peeves. They agreed that they both hate clinginess and the words "cuddle" and "snuggle". So Braddock followed up with:

> "Nice meeting you Julie. Let's get together for a "snuggle" session ASAP! -Braddock"

If you're stuck, then
A) plan to introduce subjects for callback humor next time and
B) for now, send something simple like "Nice to meet you [name]. Have a good night. –[Your name]."

Always sign your name on the first text. It avoids the "who is this?" text message response, which costs emotional momentum. (Of course, you'd know to program your number into her phone – ideally with callback humor already embedded – so this shouldn't occur).

Take things one step at a time. Don't try to get her to meet up in the first text message. Don't try to build comfort, or build attraction. These all come later in the conversation. Right now it's just about getting on the map. Message her and get her to reply. Now communication has been established and you can go from there.

2) Increase frequency and intensity

After the first exchange of text messages, your goal is to build her commitment level to meeting up with you again by increasing and frequency and intensity of your messaging. Keep the conversation moving forward by making statements instead of asking questions as much as possible. Questions put her on the spot and repeated questions risk putting her in defensive "interview mode" which isn't exciting or attractive. Keep any questions light and simple that if she didn't answer, it's not like she's blowing you off, and don't ask too many boring yes or no questions. Going through Braddock's sent items folder on his phone, we can see some examples of good early text messages:

> "How did your project turn out? Did they give you a raise or at least give you a small army of interns to boss around?"

"Just saw the news. Chi town - 20! Let me guess, beach volleyball today?"

"Did you know a blue whales tongue weighs as much as an elephant!? That's ridiculous… Gotta love animal planet during the lunch break…"

Stay away from things that can end a conversation or lose her attraction for you. Usually this will happen if you do something that assumes a higher commitment level than she actually has. For example:

Rushing to make plans: "I'm so glad we met! I've never met a girl like you." Or even "I hope your trip to Chicago was great!!! I want to hear all about it. I would love to see you when you get home. Do you have plans Friday when you get home?"

When you read sample text messages in this article, some of them might seem silly. Much of dating science is counter-intuitive, because most of what people have been taught about social dynamics is wrong. Human attraction does not work the way it does in TV or movies. Even so-called experts are not in bars, clubs, restaurants, parks, coffee shops, and lounges interacting with the most beautiful women there, day after day, and actually practicing what they preach. We use what works, no matter how unusual it seems on paper, so stay open-minded and let your only judge be how well these techniques work in the real world.

3) Building Attraction

Presumably, she was attracted to you when you met, but this dissipates over time. You can't build a ton of attraction in text messages but you can build some, and you can use texts to bring her attraction levels back up to the level where you first met and you can maintain it there. In Magic Bullets we identify and explain the eight most universal "attraction switches" – things that most women will be attracted to (Health, Social Intuition, Humor, Status, Wealth, Pre-selection, Confidence, and Challenging). But that's a general guide, not a specific plan for an individual woman, so use your knowledge of her and her personality to calibrate to her.

Attraction is built emotionally, not logically. Through text messaging, it's best done with light-hearted messages that assume a level of familiarity, contain wit or humor, and are flirty without making her uncomfortable. Some good elements to include are:

Role plays
Random childish jokes
Light sexual teasing or misinterpretation
Funny or teasing pet names
Invoking commonalities you found when you met (this also builds comfort, see below)

We can't cover all of these in detail in this article (and it's not an exhaustive list anyway), but let's go through a couple of examples. Role play is a powerful technique. When Braddock met Claire, he found out that she was from San Diego. Among other things, they talked about

the movie Anchorman. So even a silly text message like "I'm Ron Burgundy, I'm kind of a big deal" made her laugh and boosted her attraction.

It's not just one-liners either. Sometimes the attraction or humor comes from the back-and-forth. Returning to example of Katie the Banker, we can see this attraction-building conversation:

Braddock: "Are you stealing pennies from the elderly or telling Tiny Tim's dad that he has to work an extra shift. You know this could be Tim's last Christmas……." Katie: "Who is tiny Tim?"

Braddock: "Wow….missed the scrooge reference?!? Minus 3 cool points…."Katie: "Ohhhhh….wait!!! Now I remember the Christmas movie. Not fair, Tiny Tim threw me off."

Braddock: "They let retards play with people's money!?!? Hmmm…. What bank do you work at again? Ok, back to work. Talk to you later brat. :) [or suitable nickname…this one worked here because she was young and already acknowledged she can be a bit of a brat sometimes]"

You still want to be unpredictable and challenging enough to keep her interested. Don't always send long replies, don't always reply quickly, and don't always be funny. Varying how and when you reply helps build value and scarcity. It will make her feel like she has to earn you. But be careful with this one, and don't ruin a good situation by playing too many games. You can't technically see her face, body language, or hear her voice tonality to truly know how she is reacting to this.

Don't try to impress her through text messages. Trying to thread a bunch of information that you assume will make her like you more often has the opposite effect.

4) Building Comfort

In addition to maintaining and building attraction, you need to maintain and build comfort. This is actually easier, since building comfort is as much about what you don't do as what you do. In general, just act like a positive, non-threatening environment in her life. As long as your conversation is going well, time and communication will build and maintain comfort for you.

Some of the things that break her comfort with you include:

Trying to make plans with her too early. This might make her feel pressured and on the spot.

Being too predictable. This affects attraction as well. If you always respond to her messages right away and are clearly trying too hard, this might make her uncomfortable. Generally, a woman will be more comfortable if you seem to be at least a little bit of a challenge.

Responding negatively when she shows low commitment. Some women may be interested but still don't always reply or will still send short responses. If you become angry or

needy, that kills comfort. Don't react to low commitment behavior by apologizing for making jokes and/or asking what you did wrong. A woman wants a man who is centered and not dependent on her approval or putting her on a pedestal, especially early on. Always stay positive and unaffected.

Implying that she is much more committed than she actually is. Assuming some familiarity is great, but avoid early texts that are overly sweet, or overly nice. Be real, and don't try to trade kindness for her approval or affection. Stay away from a text like: "I just walked past the most beautiful rose garden. It reminded me of you. You had a rose pattern on your skirt last Saturday right? Hope you are having a wonderful day." Most women would think this is creepy and that the man is reaching too hard to try to find commonalities. Even "did you get home safe?" won't help you unless it's in a context in which you would ask that of any close friend.

Light, fun text messages that add to her day without making her feel pressured create comfort. Here are a couple of examples – there's nothing special about them in themselves; just get a sense of the general pattern:

"Next coworker, who feels it necessary to smugly inform me, (unsolicited I might add) that their 3rd grader made the honor role, is getting a body slam, followed by the peoples elbow! How's your day?"

"What's up crazy? [or suitable nickname] Just saw a guy walking an English bulldog like you said you wanted. That poor thing was hideous. What are you thinking?!" [obviously this was to someone who said she had an English bulldog]

5) The other side of the bridge

Obviously, you're not going to get very far just by sending low-commitment texts back and forth. We're trying to get her on a date. With experience and intuition, you'll start to see patterns and know when the moment is ripe. In the meantime, you can test her commitment level without too much risk by using a technique we call "baiting". The bait is usually a non-specific or low-pressure text about the two of you meeting up. It's like touching a woman's arm in conversation. If she is interested, she'll respond. If not, you haven't lost any ground and can keep working from where you are.

Here are some examples of non-specific invitations. The [random content] means that you have something – anything – in that slot so the whole text isn't the invitation. Any of the examples of good text messages that we've already seen would make good [random content] here and the non-specific invitation can be tacked onto the end:

"[Random content]", let's get together next week..."

"[Random content]", if we don't hang out soon then I'm going to start cheating on you"

"[Random content]", tell your interns to pencil me in for next week or I'm putting

"single" back up on Facebook"

If her commitment is lower than usual and you're not improving things very quickly in text, you can start baiting with lower-intensity plans. The classic formula is "you guys should meet us out". She doesn't have to be alone or invest a lot to make these kinds of plans happen, and they're more likely to actually take place especially with a woman with a very busy social schedule and lots of male attention. Remember, we're not trying to make a woman fall in love over text message – real gains happen in person. The object is to get her out so we have a chance to connect with her. And if she doesn't end up coming out, you don't really lose any ground with her – you just invited her and her friends to something you were (in theory) doing anyway and for all she knows you invited lots of friends. Here are some more examples:

"We are going to be at X bar, you and your friends should stop by."

"Sara, we are going to be at X bar Friday night. Your mission if you choose to accept it is to show up between the hours of 11pm and 2am. This message will self destruct in 30 sec!!! Hope to see you there…."

"Sara! X bar Friday night! Be there or we are breaking up and I'm not taking you back this time……I'm signing the divorce papers and fighting for full custody"

You can still use [random content] to lead in to these, but it's not necessary. Baits should never be overly specific or imply a rejection if she doesn't say yes or come out. These would be some bad examples:

"What are you doing later?"

"Hey Sara. How are you? I'm going to X bar Saturday with some friends. Would you like to come? It's going to be fun."

Damage Control

Some situations are harder than others and sometimes you will feel like you're not getting anywhere. Some men who feel a situation flipping through their fingers will make the fatal mistake of trying to reel her back by texting more and/or longer texts. Do not ever text from the mindset of: "I need to correct my mistake." Think back to a time when a woman chased you when you weren't giving her any encouragement and how you lost attraction for her. Once things start going downhill, it's really hard to turn them around. Even "good" texts at this point just come across as try-hard or supplicative.

In general, if it's not working, stop the bleeding. Stop sending her messages. If it was a minor mistake, than just stop texting her for a day or two and give her time to forget about it. Then send her something light in a few days and pretend like it never happened. Never text her asking if you messed up, or apologize assuming you did something wrong if you didn't, or try too hard to be overly funny or say "just kidding" incessantly. If it was a major mistake, wait

longer before re-initiating.

Some women just don't like texting. In such situations, don't force the issue; just call her.

Dates that Lead to Sex in Three Minutes, Six Seconds

Posted by Savoy on Wednesday, February 23, 2011

After about 12 hours of recording extra material for the Super Conference 2010 DVDs, we recorded a few 2-3 minute clips on different dating advice topics. So, yeah, I have a right to look exhausted, damnit!

This video gives a lot of the basics for planning a successful date. For more on this, there's a whole chapter on dates in the Magic Bullets Handbook and there's a full-length interview on dates in the interview series, which includes Future himself (voted the #1 PUA in the world 2009).

Here are some important points to keep in mind:

- Start the date at your place.
- Don't do dates where there are not external forms of entertainment. Dinners are horrible because there are no opportunities to toucher her as well as a lot of pressure to stay at one venue.
- Don't wait until the end of the night to go for the kiss.

http://www.youtube.com/watch?v=Bj1MnB1hamQ&feature=player_embedded

Once You Get Her Home - The Environment Matters

Posted by Savoy on Tuesday, June 29, 2010

Back when I was teaching more 1-1s (individualized training), for advanced clients I would often include a bonus hour or so at my home. We'd go over all of the little things that make the difference between a successful seduction and last minute resistance, from what drinks to keep around to lighting to physical layout, to music.

There are a TON of little things that can mean the difference between success and failure, stuff most guys don't even think of, like:

- Turn off visible clocks. You don't want her reacting to social muscle memory and thinking to herself "it's 2am and I'm in some guy's house and I need to work tomorrow; I have to go".

- Make the couch/bed/loveseat/whatever the only place to sit. Move chairs away or pile them with stuff. That way, there's no place for the two of you to sit except somewhere where it's easy and not awkward to get physically close.

- Music - before you go out, set your ipod to a long-playing mix of appropriate music. When you get home, all you have to do is push a button. Stay away from CDs; when the music ends that can be a very jarring moment. Satellite radio also works

- Keep the place warmer than you might normally like it -- as discussed in this blogpost.

So far so good. So it was interesting to see some French universities try to put numbers and a scientific method behind some of this. They ran experiments by having some women listen to romantic music and some listen to "normal" music and then tested to see which group was more responsive to a date offer.

Turns out this is somewhere where conventional wisdom actually is true. In general, romantic music helps women get in the mood for romance. It does work. (Full article here; hat tip Marcus via Mr M)

So to get every possible advantage, put away your gangsta rap and your death metal collection on date night and plan your pick up nights at places where the music is on your side...or, if you've read the Magic Bullets Handbook, you know you don't have to do everything

right to get the girl. Just enough things. So if your game is tight but love songs piss you off... don't worry, you don't have to die alone.

PART FIVE

INNER GAME

Blogpost on Inner Game

Posted by Savoy on Tuesday, October 27, 2009

Some of the recent conversations I've been having have made me think of inner game again. Now, this doesn't come with the expertise and deep research and insight of Mr M and Braddock's Inner Game Seminar. It's just one guy's opinion (unlike, say, the Triad Model, which has been field-tested tens of thousands of times).

1. As soon as you start blaming people, you're missing the point. Focus on you.
2. You are what you do. Look at how you spend your time. Keep a journal if you have to. Don't skip anything. That's you.
3. See anything you want to change? That's where you start.
4. Repeat after me: I didn't make the world; I just live in it.
5. Taking care of yourself on the outside helps on the inside. Take the time to look sharp, invest in a cool haircut, etc. No, don't skip this.
6. Unless you're unaccountably a major religious who follows my blog (why?), you are not the moral conscience of the world. No one cares about your strongly-held negative opinions of the guy down the street. Less so someone on the internet. Drop it and try to do something positive with your day.
7. Borrowing from Mr M and Braddock's Social Circle Mastery program, you are in some ways the sum total of the five people you spend the most time with. Negativity breeds negativity.
8. No, negativity isn't sexy, or a rational response to the world. You're closer to death one day at a time. Enjoy your time - it's the one resource (unlike money, etc.) that is not replenishable.
9. While we're at it, quit your whining. If you have the time and means to read this blog, you're ahead of most of the human population.
10. Be wary of simple answers to complex problems, like this list. If you get something out of it, great.

Now remember point #2. Stop surfing the net and go do something great.

Field Report

How to Fuck a Girl in 30 seconds by Cajun

So my month long summer tour has finally came to an end after spending 25 days gaming in Texas, the east coast of Canada, and finally Montreal this past weekend. What have I got to show for it? Well besides a nearly pickled liver I did manage to bed 8 different girls over the course of the trip, a new 3 week high muahaha. Well, its less impressive once I tell you that 6 of those lays happened in the east coast of Canada where im pretty much a celeb, but I digress…

Anyways, the lay for which I'm writing this report happened this past weekend in Montreal. It was the Thursday night before the BC and Tenmagnet , Salem, Levo and I all decided to go out to meet some of Canada's finest. By around 1am I had opened about 5 different sets and was having a hard time getting sexual attraction from them. I had gotten 1 #close from a hot editor for a fashion magazine but I wanted sex that night and it wasn't really on (Or I was just too frustrated to notice). Having 4 sets in a row that are not sexually interested in me after 5mins + of game is incredibly rare for me and it started to get me pissed.

Having learned from my AFC days, I knew that the problem wasn't my game per se, but the negative energy I was bringing into set from being frustrated. This is the same shit that eats away at you and makes you want to leave the bar early to go home or get really drunk. I knew that I would have a shitty time if I didn't get rid of it, and the easiest way to get rid of it was to get some positive female attention so…

Since we were at a very loud venue and I have bad hearing I had to switch to my experimental "dance floor game". My dance floor game isn't really game it all, its just a look really, but a carefully constructed look! I mostly just think what Jack Nicholson would look like after smoking a huge joint and walk around like that. Surprisingly, it almost always works for me, I always get an ass grab or fuck me eyes from SOMEONE. Now, you have to understand that I look like a huge sleaze ball, I doubt any of the other instructors look as much like an evil womanizing asshole as I do, I relish in it. I have a porn star moustache, slicked back messy hair, exposed chest, big shiny cowboy belt buckle along with a cocked eyebrow and a shit eating grin that says "If I get you alone, there will be trouble". I look like the bad guy in a modern Hollywood western movie. You would think most girls would avoid me like the plague, but for some reason when I start walking around like a blazed Jackie N looking the way I do, women just get wet.

So after some bump n grind with some hot frenchies on the dance floor my negative energy has all but disappeared and I'm back riding on my natural high again. Tenmagnet and Levo find me and tell me they're leaving for a better venue, I agree and we go down the stairs towards the exit. As I'm walking down, a group of girls come in and one of them looks at me in a way that says "Who the fuck is THIS guy?", since I can now hear, I open her and start heavy kino immediately.

Cajun : You know you can't look at me like that unless you plan on talking to me.
HB: Oh my English is not so good.

Cajun : Oh that's ok we'll talk…slowly…

I do a quick 15 second kino escalation from shoulder touch to lower arm to rib to lower back as I'm talking. She responds by putting her arms around my neck on the last move.

Cajun : Listen, I'm leaving, right now actually. But we should remember this moment… (I smirk at her in a way that says "I know you want to kiss me" We start making out a bit.)

Cajun : I'm really leaving right now, but your fun, come party with me.

HB: Uhhh I really want to, but my friends are here, I give you my number and you call me back later tonight, yes?

Cajun : Alright, put it in (give her phone)

HB: You will call me yes?

Cajun : Uh huh (smirk).

HB: I bet you're not going to!

Cajun : See you tonight (wink) (Acting cryptic about whether or not I will actually call her makes her think about me all night)

Tenmagnet and Levo already left in a cab for Tokyo bar so I decide to walk around and meet people. I end up walking these 2 native girls home, 1 HOT, 1 GROSS. After convincing them I am also part native from the Mic-Mac tribe and that I speak fluent native (I just made up words that sounded like what I heard on a TV commercial…) they invite me into their house. Realizing that the HB from earlier was hotter and that the last time I fucked a native girl she had REALLY gross wrinkly boobs despite being really hot, I realize I need to make an EXECUTIVE DECISION and tell them that I need to make a call first. I call the HB from earlier to see if she can abandon her friends now and she tells me she is coming to my hotel and for me to meet her out front in 10 minutes!

Without even saying goodbye to the natives I run back to the hotel (10 blocks away). The HB ends up getting lost and I had to go pick her up in a cab (Levo, that's why you saw me make a mad dash out of the hotel into a cab at 3am.) I bring her back to my hotel room (with her pretty much wrapped around me at this point) to find Tenmagnet with his pull. We both laugh in a way that says "our lives rule" I laugh in an additional way that says "My girl is retarded" mostly because im still mad that she couldn't figure out how to use a cab but also because her English is so bad she may as well be.

Tenmagnet nonchalantly brings his girl to the "bigger room" and I proceed to fuck my HB all night, as in literally…French girls are fucked…some crazy shit happened…but I wont get into it…

Ahem.

What are the lessons here? Well for one, even the pros get some shitty nights every once in a while, it happens to the best of us, but it's never too late to turn it all around (the more you know!). You never know when that next set is going to be the one that you make out with in less than 10 seconds and fuck all night in a hotel room after only conversing for 30 seconds.

So remember to act like the pros: keep you're A game up and learn from your mistakes!
I also learned a personal lesson to have more respect for housekeeping.

Hardcore Dating Advice

Posted by Savoy on Tuesday, December 19, 2006

Why do some guys who are trying to improve their success with women, seem to actually resent or hate women? It's puzzled me for a while, and it's kind of backwards.

But I think I know now why this is happening:

Being self-validated and not being obsessed with what women think is healthy, and for most men - and yes I do mean most - is an absolutely necessary first step. Most men absolutely need to learn to be less "nice", especially in the first part of their interaction with a woman. Why? A lot of reasons but the quick answer is that every other guy is nice, nice is boring and not a challenge, and most women want some kind of a challenge.

The problem comes when men latch on to this with all of the fervor of a convert. You enjoy a little bit of success being an "asshole" and then you dial it up, for more success. every man needs a bit of an edge to him. But why would you want to be all edge? You CAN go around demeaning and insulting women all day and you will attract some women doing this. Probably more, to be honest, than being completely nice would. But if I had only two choices, I'd take the smaller number of women I'd get being super-nice than the slightly less small number of women I'd get being an asshole. But strategies will give far less success than just being socially-calibrated would. More on that down below.

Just about everyone I've met in our environment is somewhat insecure. That's not a psychological failing; it's just a fact. What do insecure people do when confronted with a challenge? They reject it before it can begin. If you go around saying that girls are bitches, then it follows that you won't be affected by girls rejecting you. After all, they're bitches right? And they're acting like bitches. So why not "win" the interaction by treating them like bitches?

Ugh.

Look, some women are not especially nice. Neither are some men. Let's accept this obvious truth about humanity that most of learned when we were 12, and move on.

To be honest, if you don't like - love - women, if you don't value their unique energy, if you think women are bitches, if you don't care what they think, then why in the hell are you dating women? It seems really backward to me. If I felt that way, I'd try to be gay. Or celibate. Or something.

OK, enough preaching. If being "too nice" is wrong - and I think we can all agree that it is, or you probably would never have found your way to my blog - and if being an asshole isn't a great idea, then what's a guy who wants to improve his success with women supposed to

do?

Don't rely on women for your self-esteem. The truth to "I don't care what women think" is that you shouldn't be depending on outside influences, particularly people you don't know, affect your self-esteem. You should especially not let whether certain women are willing to sleep with you affect your self-esteem. If you are dating or sleeping with women to feel better about yourself, you are trying to fill a leaky bucket. You will constantly be chasing the next conquest, the next high, the next boost to feeling good about yourself. And then two things will happen. One is that women will sense this about you and most will be turned off, creating a vicious circle. Another is that the really special women will come and go from your life, leaving only notches on your bedpost. And you'll be single, bleating on about how you don't care what women think, and pretending not to care that the woman who felt perfect for you is building something with someone else, and they both look really happy.

Women love confident men. This is sort of a re-statement of the first point, but I'm going to take a different angle here. The confidence in your life should come from something other than your ability to meet women. Women might find your attractiveness to women intriguing at first, but it's not enough to sustain a quality woman's interest. Programs like Love Systems are most useful if the rest of your life is working out well and you want to learn the skills to parlay that into incredible success with women. And the weekend workshops really do provide incredible success - none of the testimonials are faked. I get a lot of guys who ask me when they should take a dating coaching workshop - should it be right away, or after they've been practicing for a while. From a "game" perspective, the answer is right away - only after a workshop do you even know what you're supposed to be modeling and what your personal road map looks like. You're just spinning your wheels before then. But from a life perspective, the question is irrelevant. Take a workshop when you've got your life together. When you have friends. When you have a job. When you have a couple of hobbies. When you have a world that a woman could conceivably want to be part of. These workshops are amazing, but they're like getting the best most beautiful movie screen in the world into your living room. It's kind of useless if you only have one channel. You'll be thrilled for a while, and then you'll be unsatisfied, because your biggest issue wasn't that you needed a better screen, it was that you needed more channels.

Being "nice" or a "jerk" is a matter of being socially calibrated. Most men, when meeting women whom they don't know, are automatically too nice, partly because they may be nice people and partly because they are trying to win her approval. THAT is the frame that needs to be changed, not whether you care about what women think. This frame smacks of desperation. All you know about her is that she's cute. So, yes, in that frame, it's okay to "not care" what she thinks of you because she doesn't know anything about you either. And, by the way, it's not necessarily "nice" to fawn over her. It's creepy. Just be calibrated for the social situation you are in. If you're at a party or introduced to someone by someone you know, be friendly. (Holiday parties are covered in tomorrow's LSi - make sure you sign up for this...the signup is in the top left-hand corner of this page. It's free, and necessary). If you meet some stranger at a lounge, be more neutral. If someone is being genuine and friendly to you, be genuine and friendly back.

So where does the "edge" come in? Highly-desirable women in social situations in which they are approached by men who, in that situation, have little social value, are not likely to be especially friendly. To a lesser extent, neither are the highly-desirable men. This doesn't mean they are bitches and assholes, but it does mean that they used to meeting a lot of people, a lot of whom have the same agenda. So in those situations, it's good - in fact necessary - to have an edge. But an edge means being a bit playful and calling out bad behavior. It doesn't mean anger or resentment.

It's totally okay to have an attitude of "I am who I am, I try to improve myself every day, but I'm not going to please everyone and so be it". You will find that this attitude - and a genuine appreciation for quality women and being totally unphased by difficult women - comes naturally to you if your self-esteem is derived from sources other than your ability to put notches on your bedpost.

If you got this, you'll be able to take Love Systems for what it is - a collection of fantastic tools. It's not a cult.

Overcoming Physical Obstacles

Posted by Savoy on Friday, March 26, 2010

Last weekend I was in London doing new instructor evaluations. (After a guy is nominated by two Love Systems master instructors, I do the final round test of his game, teaching ability, theory knowledge, etc -- more on the LS website for how to become a PUA instructor with Love Systems is here).

Anyway...one of them had one arm. And at the bootcamp (I like to be able to involve our clients in the evaluation process so we choose instructors that guys feel have really helped their game the most), one of our clients had a wheelchair. They both did great.

So this got me thinking about physical obstacles...what we used to think about in terms of being short, overweight, not classically good-looking, etc., in terms of picking up beautiful women. So I asked Mr M - who was running the bootcamp - to put together some thoughts...

Overcoming Phyiscal Obstacles
by Mr M, Love Systems Master Instructor

I recently did an interview on Physical Obstacles, you can listen to a sample of it here. In the last Munich bootcamp, I took a poll of who thought that they had limiting beliefs based around their looks. Almost everyone put their hands up. I thought I'd write up this note to address this problem. Here is the key… the validity of this "obstacle" is irrelevant - if you believe it is holding you back, then it is. It is almost like a self-fulfilling prophecy.

How Do I Deal With Physical Obstacles?

The first point in dealing with physical obstacles is to have the realization that attraction isn't entirely about looks. After this realization, you can better focus on the elements of your game rather than being held back by your insecurities.

Your insecurities will always be there though… they are constantly at the back of your mind and tend to manifest when you talk to girls (through your actions and sub communications e.g. you appear more nervous, insecure or needy). When your focus/ mindset changes towards other attractive traits, your performance in set will be much better (e.g. concentrating on the fact that you are interesting or funny as opposed to your looks).

The irony with some physical obstacles is that a component (e.g. nose, stomach, hair)

you are insecure about could actually be quite an attractive, unique thing about you.

At one of my boot camps, a student had a missing arm. Yet, he had the most incredible attitude and outlook and had outstanding game by the end of the program (in fact, he hooked up with a playmate a few days after the program – see review here. If you take a look at the Love Systems Instructor Team, we have guys who are short, tall, fat, ugly, good looking, yet all these guys consistently pick up beautiful women. [Savoy Note -- that's the guy I was talking about before...like virtually all Love Systems instructors, he was once a client. Anything an instructor can do you, you can do, because they were once you.]

This student, and many others, have a unique and different perspective to their physical obstacles. Often, like me, they see their physical obstacle as ad ADVANTAGE. This is because as someone with a physical obstacle, you often don't get pigeonholed or thin sliced into the guy who has to act a certain way (i.e. a player). This actually gives you an "in" to the interaction.

As a side note, one of the easiest ways to improve your appearance and your first impressions is the way you dress. I've met guys who are not physically attractive and who dress so well that they look amazing, despite their looks. There is actually a lot you can do with fashion and simply typing your disadvantage into Google. For example, my height is something that I feel insecure about, so I wear Elevator Shoes and they give me 2-4 extra inches and makes a huge difference in field. There are also shirts, hats and headgear designed specifically for short people. So whatever it is you feel insecure about, there are usually fashion accessories that you can use to mitigate the physical obstacle.

What are Some Examples of Physical Obstacles and How Can I Deal with Them?

Being overweight

Being overweight could be a medical problem for which you should see your physician, or it could be something that you can overcome by proper diet and exercise. Training for fat loss is much less complicated than training for muscular size so this obstacle is really not that hard to overcome, provided that consistency and diligence in sticking to a good diet and training program are applied.

However, keep in mind, some girls do like the "big-bear" type of guy. It gives you a presence and shows dominance. This allows you to act more dominantly and you can get away with more physically dominant behavior. Now don't get me wrong, if you can get to the gym, get to the gym, but while this physical obstacle is still present, take the above into account.

Being overweight also gives you a good opportunity for humor as well. So for example, you could say something like, "When did you realize that you were attracted to big guys?" or "There's enough of me to go around", and you can joke about nicknames such as the Marshmallow Man, or Pillsbury Doughboy. This shows you are not insecure about it and is attractive. Don't take this too far though - just use it to show that it doesn't affect you.

Acne

I personally have had problems with acne, particularly in my teenage years and a little

into my adulthood.

Dermatologists can prescribe medicines for this. A particular brand that I was prescribed by my dermatologist involved a 12-week program and literally changed my life.

Make up stores such as Harrows, Sephora and MAC primarily target a female market but there is nothing wrong with guys who walk in and use anti-acne products or makeup. General facial hygiene and daily moisturizing are very important practices for keeping your skin at its best.

Height

Googling "how to deal with shortness" or something similar can lead to tons of information since this is such a common one. As mentioned before, I wear Elevator Shoes. I also spike my hair and keep a good posture so that I don't look small. Other things that you can do are us vertically striped shirts, headgear and certain color coordination (e.g. for pants and belt).

A little trick I use when I go on dates is I always tell the girl to wear jeans and flat shoes (it's bad enough if the girl is taller than you anyway and if she wears heels this really sucks!).

Posture is also a huge component of getting the most out of your natural height. Stretching and strengthening the right muscles can achieve a more ideal alignment of your feet, knees, hips, shoulders and neck. Combine the gains made from all of these joints and you will find yourself being an inch taller at least (if you already have near perfect posture, which is unlikely in the world of tech we live in today, then there is obviously not much more room for improvement). Vercetti has an excellent post on Sub-communications that somewhat covers this and there is great free information out there (for example Tips To Get Taller).

And one last thing, being short isn't negative because the girl is taller, it's positive because you're seen with a taller girl.

In summary, your physical obstacles are much more of a problem if you BELIEVE them to be a problem. Female to Male attraction is based somewhat on looks, but predominantly on other factors. Amongst the most important of these factors is your behavior. If you hold limiting and negative beliefs about your looks (or any other physical obstacle), your behavior will reflect this. Because you have unattractive behavior, the result is that you will manifest the limiting belief that you yourself created due to your physical obstacle. So my advice? (1) Do what you can to minimize the physical obstacle (2) Once you have done this, simply act in spite of your limiting beliefs

CLASSIC POST: "Kill Beatrice"

Posted by Savoy on Saturday, May 9, 2009

Top pick up artist (PUA) Future contributed this to the Love Systems insider (LSi) a couple of years ago. It's referenced in this coming week's LSi so seemed worthwhile to republish it here. (Update: He has since reposted it on his blog).

Beatricide
By Future

Let's talk about love. One of the most important pieces of literature in the world is a love poem. When Dante Alighieri wrote The Divine Comedy, his intent was to show the journey of a wicked soul transformed by the power of love for a beautiful woman. In Dante's case, the woman was named Beatrice. He met her once when he was nine years old and again when he was eighteen. From his infatuation came one of the most beautiful poems ever recorded. And he never got the girl.

We've all been there, I think, although most of us aren't compelled to write epic poetry in the wake of a pretty girl's passing. Too many of us fall sway to the halo effect: she arouses me, and thus can do no wrong! It is a position born from loneliness, from inexperience, from fear.

If you've been to The Attraction Forums to get dating advice or taken a Love Systems bootcamp, you know it's axiomatic to eschew attraction to a single woman. When a student asks me how to get This Specific Girl in a phone consultation, I ask him to prepare a new question. Before you can become attractive to women, there is one thing you must do first: kill Beatrice.

I don't say this callously. I'm a lover. I enjoy the women I'm with. I genuinely seek to find the best in people, although they often disappoint me, as I'm sure they do you. Nevertheless, I seek the goodness in other people. When I start hitting on a woman, I really do hope she's not going to be a silly twit whose value doesn't rise beyond the surface beauty that drew me into conversation with her.

I'm not alone. Whenever we ask students at bootcamps about their plans for the future, most of them say they'd like to find That Special Girl, even if they have to seduce a thousand young ladies to find her.

Pause.

That needs more emphasis. You must-- must-- become a creature of options. For your own sake. Not to become a poon-hound. Until you attain a meaningful, confident, consistent success with the women you desire, your own limitations will devalue the power of your love and limit your ability not only to acquire but also to keep The One.

Love Systems starts and ends with perceived options. Beautiful women are usually conditioned to be acceptably bitchy because they can get away with it. [Don't complain about this - learn how female psychology works so you can use it to your advantage]. Their options don't close off when they act poorly, so they continue to do so. Less attractive women usually learn that when they like someone, they need to treat him well. Otherwise their options are drastically limited. Pretty girls are able to set their own standards of behavior, and since the odds are good they weren't raised well, those standards typically stretch the bounds of good taste. I didn't make the rules.

Most men act like ugly girls: don't make waves, don't risk the loss, and don't treat her like merely one of your social options. Bad call. The women smell it. They feel it, like loser-water splashed all over them. They smell the underlying vibe of your every movement: I hope I don't mess this up. This neediness -- the perception that you aren't treating them like they are women, like you are a man -- is at the root of so many failed pick-ups. That girl you're pining for might even like you, in that way...

...Just a little.

Teeny.

Bit.

But in her gut she senses a sharp discord with her own feelings of inadequacy and innate discomfort: this guy likes me too much. Boom. You lost the girl.

And so we come to the so-called seduction community. We are told over and over again how bad "oneitis" is. Message boards teem with the mighty keystrokes of those who are mad-learned on the knowledge. But when you're in the middle of that emotional maelstrom, it's hard to hear WHY it's important to kill those feelings for that special, magical girl, to kill Beatrice.

Why? Because she's not special, and neither are you.

Listen to the radio. Nearly every song is a testimony to how awesome love is.

And it is.

It's an overwhelming state that inspires, confounds, and defines. Through its experience, all your other emotional potentials fall into sharp relief.

In fact, in the book Getting the Love You Want, Dr. Harville Hendrix distills the experience of love down to three core emotions:

1. This person is highly unusual and specifically tailored to loving me.
2. I'll never feel like this again.
3. This feeling should last forever.

Biochemically, you are DESIGNED to react to loving emotions exactly how you do. Your emotions are NOT special.

They are, in fact, the textbook definition of common.

Plebeian.
She has loved before.
So have you.
She will again.
So will you.

No, she's not different. When I hear guys rant about how, "No, she's different, she's a sweet girl," my head starts to spin. Do a search for the triumphs of Love Systems instructors; wherever you stand on the morality if the issue, at some point the testimony of other men's wives and girlfriends has to amount to something. It's not good or bad. It just is.

Imagine the most heinous, depraved, "slutty" thing you've seen or conceived. Now, know this: you know someone who's done something like that or worse. Such is the reality of modern reality. Suck it up and deal. After all, you're probably a normal, decent person, and all that deviance and judgment you just threw out in our imaginary situation there is NOTHING compared to the festival of sin that is your daily, hourly sexual fantasy life. What separates your thoughts from your actions? Sadly, it's probably an issue of will and game (and for some of you, of course, the law).

No one is actually that special. But everyone is that special. That one girl isn't worth a damn because everyone has a nugget of gold lodged somewhere in their chest. Everyone has some hidden glory. Sometimes it's hidden very deeply. But there truly are a vast number of interesting, beautiful women, despite their minority status. In that same regard, no single girl is all you've made her up to be. Not one. None. No one. Some of you are reading this and thinking about This One Girl You Know. Seriously, not even her. EVEN IF EVERYTHING YOU SAY ABOUT HER IS TRUE! THERE IS A GIRL WHO IS BETTER-LOOKING, SMARTER, FUNNIER, AND NICER. YOU JUST HAVEN'T MET HER YET. That glorious sun goddess is still just another glorious sun goddess. We live on a planet with 6,200,000,000 human beings. And women are in the majority. Seriously, she's not that special.

And that's why you have to kill Beatrice. That muse is only holding you back because what she's really doing, what she's really, really accomplishing, is holding you back from being your true, glorious self. Find her seventy thousand superior counterparts. Then return.

With understanding.

Experience and willingness to learn breed perspective. When you don't accrue a lot of experience with girls, it's easy to get sidetracked by illusions, to forget how mortal these divine creatures are. Then, you can find a girl you want, a girl you like, a girl you can love. And you will not love her out of habit. You will not love her because she's just the prettiest girl you've ever been with. You will love her because she's the best girl to receive your love. And that

statement means something because you have allowed other, female things to happen to you!

Get more from Future on The Attraction Forums (especially the classic posts) and:

Future on Storytelling
Future on Dates
Future on Identity
Future on Other Guys, Obstacles, and AMOGs
Future on Value

PART SIX

POLISHING YOUR GAME
AND
TRACKING YOUR PROGRESS

How Not to Be the "Nice Guy"

Posted by Savoy on Saturday, October 30, 2010

If you're the "nice guy" or get told "let's just be friends" then this blog post is for you.

Step 1: It's up to you

Sometimes women will drive in a sexual direction. She'll start touching you, or hinting about better logistics (e.g., "What are you doing later?" or "What do you want to do next?").

But usually the responsibility is on you, the man. Most women are used to being seduced instead of seducing. So if you don't push things in a sexual direction, don't expect it to happen.

This is true for a lot of things about women and dating. Not only do women want a man who can seduce them, they want a man who is the "alpha male" in every aspect of their life. Alpha male is a term that's often misused or misunderstood.

Step 2: Touch early, touch often

You can't talk your way into a woman's bed. Or her heart. At least not very quickly.

Sure, talking is important – that's how people become emotionally comfortable with each other. But a woman who is emotionally comfortable with you but not physically comfortable is a woman who is about to say: "Let's Just Be Friends"

Let me repeat that again, in nice bold red font, because this is important:

If you don't make a physical connection, any emotional connection you make with a woman is just going to lead to "Let's Just Be Friends".

Next time you're out, watch two people who are obviously attracted to each other. See how often they touch each other. Notice the rhythm. It's almost a conversation in itself. In fact, we call this the "physical conversation" and it is the single truest guide to how a pickup is going.

Your goal involves sex at some point with her. Most of the time, you're not going to go from "first touch" to sex in a few minutes. So the earlier you start getting her comfortable with your touch, the more time you leave for that to escalate, the more likely she is to be comfortable.

Or, put more crudely – the first time you touch each other isn't going to be you putting yourself inside her. There's a buildup, especially for women. Start small, like touching each other on the shoulders, arms, or upper back, as a normal part of conversation.

I know, I know. This is easier said than done. It takes skill to be able to walk up to a woman who is with her friends, ignore their efforts to shut you down, start an interesting and compelling conversation with them, AND get the physical conversation rolling.

But you have to.

We did a very special, one-off seminar a while back JUST focused on body language and physical escalation. We brought all of the biggest names together. Cajun. Vercetti. Keychain. 5.0. Legends in the "pick up artist community". Then we hired a few models for demonstrations, invited a few lucky people, and let the magic happen.

These step-by-step breakdowns of exactly how to escalate physically and what NOT to do (almost as important!) were so popular, we first did a limited edition DVD set, and when that was gone, we made a few more. Check here for the secrets of PUA body language and physical escalation on this special DVD Home Study course.

Step 3: Words count too

Just because you "can't talk your way into her bed or her heart," doesn't mean that you can stand there completely silent and mute either.

Obviously.

Introducing sexual themes into a conversation – and making her comfortable talking about sex – is one of the CRUCIAL differences between her seeing you as a Man or as a Friend.

There are tons of different ways to sexualize the conversation. I'll touch on three of the most common:

Blatant and Direct. Tell her she's hot and that you want to take her home and do horrible things with her. Here it's not what you say and how you say it. This requires skill in Direct Game and in Body Language (the Beyond Words DVD Home Study Course is your best bet here again). There's no way I can do justice to hours of DVDs here, but a couple of key elements are to smile slightly, hold absolutely still, and maintain eye contact when you say something boldly sexual like that. Let your comment sit there for a full second or two, holding eye contact and a slight smile, and then change the subject.

Humor. If you saw pick up expert "Big Business"' presentation at the 2010 Love Systems Super Conference, you know all about this – it's amazing how quickly he takes things deeply sexual just through a few humorous routines anyone can use. (His very popular Humor, Improv, and Attraction program covers this too) Developing your sense of humor – and especially your ability to think on your feet with quick, witty comebacks – is crucial here.

Storytelling. You can lead a conversation to sexual themes through stories about yourself or "friends". The Love Systems Routines Manual and especially the Routines Manual Volume 2 has tons of personal routines that the best guys in the world use. You can use these word-for-word or make your own. These shouldn't be "bragging" stories – they should treat sex as

something normal and fun. And they shouldn't give her the impression that if she sleeps with you, she'll become the next "story"

Getting stuck in the friend zone, or having "nice conversations" that don't lead anywhere – this is a normal sticking point that most men have to deal with at some point to another. It's also very fixable once you have the right direction and know exactly what to do.

Good luck!

Being Too Nice vs. Being a Jerk

Posted by Savoy on Friday, April 4, 2008

Most "nice guys" who read this blog know not to be "the nice guy" or "too nice" when meeting women. As a former "nice guy" myself, I know that this is easier said than done.

How hard can it be not to be "nice?"

Well, it can be... for the same reasons that any dating science personality change can be hard. What we're doing in the Love Systems approach is calibrating specific aspects of our personality.

So, let's say you were like I was ten years ago... and you need to be "less nice." Well, how much less? How do we know when we get it right?

And here's a potential problem. If you could map every attribute of your personality from 1-10, you could probably determine an ideal range for every characteristic, and it's seldom on the extreme. Even among the eight attraction triggers discussed in Magic Bullets (the eight characteristics that virtually all women respond to, no matter who they – or you – are), you can go too far. Take confidence, for example. Being an 8 out of 10 or a 9 out of 10 in terms of confidence is great. Being 10 out of 10 is... a little bit weird. Women might find that intimidating, or assume you are covering something up or are weird or inhuman in some way.

Well, niceness works the same way. If you made a range where "nice" was a "1" and "jerk" was a "10," you might want to be around a 6 to an 8. [Don't take the actual numbers too seriously; this is to illustrate an idea.] And a lot of "nice guys" are around a 3.

What happens a lot is that guys experiment with being more of a jerk. They get some results. They push a bit more. They get more great results. Then inexplicably, some women start having negative reactions.

What's happened is that this hypothetical guy is hitting a 9 or a 10 on the scale. But it's hard to realize this, because most men are consciously or subconsciously changing how they present themselves along a bunch of different dimensions. So the guy who is being less nice is also using the Emotional Progression Model from Magic Bullets and delivering great routines adapted from the Love Systems' Routines Manual. Overall he is getting better with women, but this overall improvement masks the fact that he's gone too far in one area.

This happens a LOT. Unless you have access to master instructors like on a Love Systems' Bootcamp who are experienced and trained in observing different men approaching women and coaching them to greater success, it's nearly impossible for most people to really self-analyze what they are doing right and wrong.

So, is the lesson that people sometimes take good dating advice to an extreme? No... that would have been a lot shorter and more obvious. My point is actually quite different: if you are learning on your own, you SHOULD take new techniques to an extreme. For example:

- Touching/kino: be the creepy overly-touchy guy for a while.
- "Closing": try to take a woman home on every approach (set).
- Too quiet/too passive: be the crazy dancing monkey.

And so on...

In my experience – and I've trained hundreds of guys in the last four years, including several who have gone on to become instructors with Love Systems – most men need to learn the range of useful behavior. Moreover, you need to develop an instinctive feel for it. You need to get used to the signs you get when you're being too nice. You need to get used to the signs you get when you're being too much of a jerk. You need to be able to recognize these early, when you're only a little bit outside of the ideal range, so you can calibrate back into it quickly. With practice and experimentation, this will come naturally.

You actually do this already. Let's use the example of just talking to a friend. You know what the ideal volume range is from experience. But if you come in outside that range – say you've just gotten off the plane and your ears are plugged and you don't realize how loudly you are talking – you will quickly and instinctively give yourself the feedback you need to change... often without thinking about it. When you're too loud, you might notice other people looking in your direction more than usual, you might notice your friend shifting his head back and looking less relaxed, or you might feel a difference in your chest. When you're being too quiet, your friend will lean in to hear you, he might look like he is concentrating on what you're saying more than normal, and so on. All of these are feedback mechanisms that let you modify your behavior. And they work, because you have lots of experience with being too loud or too quiet in normal social situations and have learned to modify how you present yourself.

Learn how to tell when you're doing too much or too little of something by being conscious of what results to expect when you do.

Let's apply this to niceness. What are some signs that you are being too nice?

- She talks about other men around you.
- She is comfortable touching you or being touched, but there's no sexuality behind it
- She wishes her boyfriend (or more men in general) were more like you.
- She doesn't get dressed up to see you (unless you are going out somewhere).
- She takes calls from other men around you.
- Etc.

[This isn't a checklist. None of these necessarily mean you are too nice, and not all of these signs may appear even when you are being too nice.]

Similarly, there are some common signs to be aware of when you are being too much of

a jerk:

She calls you an "asshole" or "mean" (without smiling). A woman can call you evil, a jerk, bad news, or a player, and still be very attracted to you. Or she can call you anything while smiling. But most women will not call you an asshole or tell you that you're mean and actually want you. Some words have more power than others with women; this is something we sometimes get to in our advanced 1-1s.

She's not comfortable being alone with you.

You're teasing her or "negging" her and it used to get a positive response but is now getting a negative one.

With any change you make, take it to both extremes (too much and too little) and get used to where the boundaries are.

As a more advanced thought, if you're trying to be less of the "nice guy," I've had a lot more success teaching men to be "selfish" than to be "jerks." When you're a jerk, you are deliberately bringing someone else down. When you're selfish, you are putting your own needs first. And that's the problem for most "nice guys." They put other peoples' needs and wants above their own.

I'm not advocating people be selfish for no reason. Only do this if you are getting the "nice guy" reactions from women. Cancel plans if you don't feel like going out or something more interesting comes up. Within reason, don't offer to pick her up, drive her home, etc. Dates should be things that you'd enjoy doing anyway – this applies whether or not you are normally too nice, and Chapter 17 (Dates) of Magic Bullets explains why. When you're faced with a decision, ask yourself what a selfish person would do. And so on.

Another great way to manage your "nice guy" factor – either up or down – is to pick out and adapt some routines from the Love Systems' Routines Manual. A routine is just a story or a game or a phrase or anything you can say or do in different situations for the purpose of succeeding with women. Every routine in the Routines Manual is introduced with an explanation of when and how to use it, and from these descriptions you can pick out a few routines that will make you seem more nice and less nice and adapt them for your own reality. Now you can manage your own "niceness" level!

Field Report

Same Day Lay: The 18 Year Old Virgin by Jeremy Soul

I'm not really one for writing detailed LRs, but I wanted to break this one down just to demonstrate what is possible in Day Game . It's also a good reminder of how far I've come. To think that a few years ago I couldn't even imagine talking to a beautiful young woman in the cold light of day, let alone sleeping with one on the same day I met her, is incredible.

There are two themes to this story that are important for developing your skills with women (and indeed, improving any area of your life): Experimentation and Persistence. Whenever you get good at something, you will find you periodically reach a plateau in your skill

level. At this stage, you need to experiment and start trying different methods and techniques. In this case, I wanted to experiment with daytime physical escalation . I normally advocate that my students avoid serious kino (physical touching) in Day Game until they are on a date with the girl. But I was curious to see whether I could kiss girls quickly in the daytime and still seduce them.

The second theme is persistence. It is important to realize that when you think something should be possible, you need to be persistent in order to achieve it. 99% of people don't have enough determination and will give up too soon. But if you really believe something can work and you persist at it, eventually you will crack the secret. That's how I originally got into Day Game .

The Holland Trip & Real Man Conference 2008

SmoothDoc from the Dutch Seduction Lair invited my good friend Dr Yen and me to visit him in Holland to give a talk to the Dutch Lair. I'd never met this guy before, but was completely in awe of him when I did. He's putting together the Real Man Conference 2008, which is an international summit for guys wanting to improve their skills with women and is taking place in Amsterdam on the 20th and 21st September (www.realmanconference.com). What really impressed me about SmoothDoc was his devotion to the event. He's not even sure if he's going to make any money from it. He already has the lifestyle he wants: a lovely house in the suburbs, a flash car and a loving and beautiful wife. He tells me he is putting together the conference because it is his dream. He equates it to seeing a beautiful woman on the street and thinking, "I have to approach her, I have to try." For him, this conference is the same deal. There's nothing I respect more in a man than determination and integrity.

Experimentation

Hanging out with Dr Yen is great. He came to one of my London lair talks about half a year back and has now become a good friend. It's amazing when you teach someone something and then you watch as they develop it and improve upon it until they have their own unique style. Dr Yen is a powerhouse of sexual energy. Skinny with bleached blond rock star hair, he is the Italian Stallion of the modern era. He tells me about pushing physical escalation boundaries on the street at night and how this helps him to filter out the girls that aren't going to go home with him. It sounds intense but exciting. I normally make it a rule not to escalate physically with a girl in Day Game until we're on an instant date. But I have started to wonder how fast and far I can push things physically in the daytime.

I am doing a few street sets the first day I'm in Amsterdam when I spot a beautiful girl wearing sexy, big sunglasses sitting at a table outside a coffee shop. I go over and run one of my standard direct openers, "Excuse me, you are so gorgeous I had to come and say hello" – she opens up like a can of beans. A few minutes later, I'm taking her number and trying to establish a logistical plan for spending more time with her. She tells me she's going to Paris

early tomorrow morning, so I'm thinking either I try to sleep with her this afternoon or when she's back from Paris a day later. I have to get back to Dr Yen, so I take her number and leave. A little while later I meet her at the station for a few minutes and just think, "Fuck it, go for the kiss." It's broad daylight and I've interacted with her for all of four minutes, but all I can think about is pushing things as far and fast as I can. I look at her, start giving her my seduction eyes, lean in slowly to kiss each cheek, pull back, and then pull her in to kiss me on the lips. There's tension and some resistance, but my lips touch hers. There's more resistance, so I add in some tongue and her resistance falters. She is mine. I try texting and calling her to meet me when she comes back from Paris, but she flakes . Damn it. I conclude that I pushed too far in the initial interaction without having good enough logistics to continue it. The rapid daytime makeout needs modification, but I am determined to make it work.

Persistence

Next up is a Chinese girl with a loose green top that doesn't leave much to the imagination. I open her on the street and start touching her arms and hands immediately. There is resistance, but I keep talking and making her laugh. I tease her by saying that she wore those clothes on purpose so that I would approach her. Once I've got her giggling, I convince her to come have a drink with me. Something about her top and billowing breasts possess me while we sit there in the hot sun, and suddenly I turn into super kino escalation guy. My hands are ALL over her and at first there is resistance, but then she starts to enjoy it and keeps saying, "This is so crazy!" I keep going for the makeout, but there is even more resistance. I am fighting through it like a trooper. I start kissing her neck and whispering all the naughty things I want to do to her into her ear. It's about 3pm, broad daylight outside, and I've known this girl for all of ten minutes. I convince her to come to my hotel room another twenty minutes later. Then I have to wait until Dr Yen gets out. While he is getting ready, I build some meagre comfort with the girl. When Yen leaves, I caveman her onto the bed. There's more resistance and ultimately she refuses to have sex with me. Damn it. This time I had the logistics, but I didn't have the comfort . With some seriously blue balls at this stage, I resolve to make the rapid daytime makeout work.

Reward

Yen and I decide to hit up the free music festival in The Hague. Festivals are awesome because everyone is always in such a good mood. I spot a beautiful young brunette girl on the tram over there, but she's too far away to open. We get off the tram and a few minutes later I notice she's just in front of me walking slowly by herself. Boom! A girl walking slowly is always a good sign for a Same Day Lay; they're typically in a slightly dreamlike state, almost waiting for something exciting to happen to them. It also means she's not in a rush to go meet anyone either, which means you could be the person she spends the rest of the afternoon with. One of the great things about Day Game is that once you get over your approach anxiety , it's actually

very simple and easy to strike up a conversation with a beautiful woman. In most situations you can either use a Direct or a Situational Opener and then transition off it with something interesting and/or funny. My goal is to make a girl laugh within the first minute or two of the interaction; that way she'll completely relax and happily continue talking with me.

Dr Yen runs off to open some blonde girl in pink tights. I walk up behind the young brunette girl and tap her lightly on the arm from behind.

Soul : Hey, my friend has just gone to chat up that girl over there, so I'm bored and need company. How are you?

Her: Oh, ok [smiling]. I'm fine thanks.

Soul : So have you been to this festival before?

Her: No, it's my first time.

Soul : Awesome, me too. I'm in Holland for the weekend, I love it here. Everyone is so cute and friendly. I love the Dutch accent too. It always sounds like you guys are talking with your mouth full!

Her: [Giggles]

Soul : Where are your friends? [I'm establishing logistics]

Her: I'm meeting a friend a bit later, but just thought I'd come by myself for a bit and wait until she gets here.

Soul : [*Ding ding ding* A girl walking around by herself is waiting to be swept off her feet] Wow, that's brave of you to come to a huge festival by yourself. I really like that kind of independence in a woman

Her: [Beaming smile] Thanks!

I continue walking and talking with her. Five minutes later I'm wondering whether I can kiss her or not. I always tell my students, "Don't be someone who makes assumptions as to whether something is possible or not, be willing to test those assumptions with your actions." So I stop her, tell her that she has amazing skin, and stroke a lock of her hair back. No reaction. She just keeps on looking at me. It's a good sign. I lean in and she reciprocates. We kiss, softly and gently at first, and then more voraciously. I learned my lesson from the previous daytime makeouts, so I pull away a few seconds later. I am not going to make the mistake of doing too much, too soon.

I take her by the hand and we keep on walking and talking. I run my standard comfort and kino escalation stuff – we sit down on the grass, listen to the music and I put my arms around her and stroke her gently. I find out all about her passions, her interests, where she has travelled, and what she wants to be when she grows up. I tell her a bit about myself, without giving too much away. Girls don't need to know all the details about you. They just want to see some evidence that you could be the kind of man they spend time with. What this is exactly varies from woman to woman, but there are certain characteristics that are almost universally attractive, such as passion, ambition, determination, adventurousness and integrity.

We keep walking and eventually meet up with her friend. I tell her that I'd love to spend

more time with her and seed the idea of having drinks at my hotel later on in the evening. When you seed an idea like this early on, it achieves two things. It tests the water to see how they react to the idea and it makes it seem smoother later on when it's actually time to move back to your place. I start setting sexual frames as well to make sure that she understands (on an emotional level) that we are going to be intimate. I tell her I am going to kiss her delicious skin all over, and that she's going to enjoy running her hands over my muscular, taut body. She is smiling and says, "That sounds nice." It's on.

I go catch up with Dr Yen while she goes off with her friend. I leave them to chill for a while, and then tell her to come meet me outside the festival. We get in a tram and head back to my hotel.

Once we get inside, she looks at me, and says, "I have to tell you something." I've heard these words enough times to know what's coming. "I'm a virgin," she says. I've been with plenty of virgins in the past, and I'm grateful to have learnt from my mistakes enough to give every virgin I meet a great first time. The old adage, "Leave them better than you found them," is never more relevant than with a virgin.

Soul : [Big, warm smile] That's ok. We don't have to do anything that you don't want to. I'm going to take care of you tonight, ok honey?

Her: I know. That's why I came home with you. I just felt so comfortable with you. This is crazy. I've never slept with any of my boyfriends before. I always lied and told them I was waiting for the one, but I don't think I was. I think I just needed someone to make me feel as comfortable as you have.

I look at her, smile, and lead her by the hand to my bed. I say, "Let's get into bed," and we take off our clothes. I spend the next half hour making the softest, gentlest and most sensual love to her. Once I'm sure she's enjoying it and it's not hurting her, I shift up a few gears and pound her into the bed. I get this text from her when she gets home,

"Hey Jeremy, how are you? I just wanted to let you know that I really loved spending time with you. This night was amazing, just as you are. I wish you and your friend a good time in Amsterdam. We'll stay in touch. Xx"

It was a beautiful day outside and night had just begun to fall.

Guaranteed New Year's Resolutions 2011

Posted by Savoy on Saturday, January 1, 2011

On January 1, more men decide to take control over their lives and improve their success with women (and happiness in life) than on any other day.

Many succeed. Some fail. That shouldn't happen. Love, sex, and relationships are too important - they affect everything in your life. And the longer you internalize bad habits and the older you get, the harder it will be.

If you think you might not be able to have all the success with women you want in 2011, I have some specific, practical, and achievable New Year's Resolutions for you. Follow these and I personally guarantee that in 365 days, you'll be thanking me (and sending me good karma).

GUARANTEED New Year's Resolutions for 2011

1. Practice

You might not think that meeting and attracting beautiful women is something you practice. So I'll let you into a little secret:

Beautiful women practice all the time.

No, supermodels aren't going to the bar to practice meeting men. They don't have to. Men approach them all the time. That's why beautiful women usually seem poised and comfortable when you approach them - they've practiced thousands of times.

You're not going to be great at something the first couple times you do it - whether it's driving a car, cooking a meal, or attracting and dating beautiful women ("Love Systems").

In the book Outliers, Malcolm Gladwell saw that experts in their field put in about 10,000 hours of practice time. He's talking about guys like Bill Gates for programming or The Beatles for music. Top Love Systems instructors are probably around the 10,000 hours mark. You don't need to be anywhere near that level to have a life full of beautiful women, but you do need to practice.

How much practice do you need? More is better. In general, a minimum should be at least a few hours every week.

Can you commit to this? Good. Now schedule it. One of my mentors taught me to "prioritize your schedule and schedule your priorities." So if every Friday night or Saturday afternoon is going to be "find something social where I can meet beautiful women" time, then

schedule and prioritize it. Right now.

2. Get good wingmen

"I usually wing with a couple of guys from my bootcamp because I know they're good and they know their stuff. No offense to the guys I was going out with before but other than the bootcamp itself, that made the biggest difference to my game."

-Darren L., Tulsa, OK

Having guys you like to go out with to meet women (="wingmen") is a huge benefit to your game:

- Peer pressure to go out (see Resolution #1) when you said you would.
- If you're new, there are a lot of techniques to deal with "approach anxiety" (where you see a pretty girl at a bar or a restaurant but you don't approach her) that require a wingman.
- Going out with friends is more fun. If you're in a great mood, the women you meet will be in a great mood. Emotions are contagious.
- Having cool friends reflects well on you. Female attraction is deeply influenced by how other people react to you and who you surround yourself with. Obviously, being alone doesn't reflect well.
- Most women don't go to bars, clubs, or restaurants alone. If you've got wingmen with you, her friends can have fun with your friends. If not, her friends will be dragging her away to meet some other cool guys.
- Improvement. Watch and learn from your wingman. A good wing will do the same. It's really hard to analyze your own game and you almost always need someone to help. Just make sure your wingman has been well-trained and knows what he is doing!

I get a lot of questions about where to find a good wingman. It's not really something most Love Systems instructors like myself have had to worry about - we all took the Love Systems comprehensive bootcamp, and it's very easy and natural to keep going out with the guys you trained with. Or if we're traveling, there's the whole Love Systems Lounge to help out. (The Love Systems Lounge is a free private online community of Love Systems instructors and successful live training graduates.)

But since not everyone qualifies for the Love Systems Lounge, we've come up with a new way for the Love Systems community to find quality wingmen. For the first time ever, The Attraction Forums - the world's largest zero cost forum for expert dating advice for men - has a whole section of "local" forums.

Check it out - scroll down the menu until you get to your specific city or area. There are over 100 local forums to choose from:

http://www.theattractionforums.com/meetups-wings-venues

This is the ultimate place to find local wingmen or to see what is going on in your local Love Systems community - get club recommendations, dating advice, and more.

The other option is to train your friends to be good wingmen. Feel free to send them the (free) sample chapters of the Magic Bullets Handbook.

http://www.lovesystems.com/magic-bullets-sample

3. Set, and stick to, your standards

"Raising my standards hurt my game at first. I just wanted hot women. When I screened for hot women who ALSO shared my interests, I got way more success and better quality. That's the biggest thing that helped me after the bootcamp."

-Paul L., Vancouver, BC

This is the secret of "Qualification." People value what they have to work for. It's the same principle behind elaborate initiation rituals for some organizations (e.g., college fraternities) or hiring processes for some companies. People who jumped through all those hoops want to believe that it was worth it - that the reward at the end is something they want.

It's the same thing with women and dating. If she knows she can have you just because you think she is pretty, she's less likely to be interested. But if you make her work for it...

Qualification is actually a much bigger topic than this, but for the purpose of making your New Year's Resolutions, here's what you should do: it's what "Future" - the #1 pick up artist and dating coach in the world in 2009 - calls "poor man's qualification":

Write down at least 5 specific things you're looking for in a woman. Every time you're talking to a woman you like, find out if she has these things

You don't have to do anything weird or awkward. Let's say it's important to you that a woman you date share your taste in music. With every woman you talk to, find out what her tastes are.

Just by doing that alone, you will have better success with women, and also attract those who are more "your type."

To paraphrase Stephen Covey:

> "If you don't know what you want...if you don't know how to get it...if you don't know how to tell when you do get it...then your odds of success are very small."

4. Upgrade your wardrobe (& hair)

One of the most important things we do on every bootcamp or live training seminar is

make any necessary changes to every client's wardrobe, hair style, etc. As I wrote in the chapter on fashion in the Magic Bullets Handbook:

"Being good-looking for a man is much more about fashion and grooming than it is about what you look like naked."

Be grateful for this.

Some women - no matter how hard they try - can never be pretty enough to attract most men. However, almost all men can be "good looking enough" that their looks won't stand in the way of being with a beautiful woman, if they have a few hundred dollars, a clue about what they're doing, and a mall.

Knowing what you're doing is the only hard part, since the type of clothes that will help you succeed with beautiful women (which we'll call "Love Systems fashion") is different from "high fashion" or "GQ fashion."

Fashion is crucial, but not time-consuming. You only have to redo your wardrobe once this year. It's great to stay on top of trends, but if you get a great look in January, it will still work in December.

5. Track your progress

You can't manage what you can't measure.

Keep a Love Systems journal so you can learn from your experiences, see patterns, and chart your progress. This might be the single best thing you can do to improve your skills with women.

Post "field reports" of your nights out and details from your interactions. If you're on the Love Systems Lounge, instructors and other live training graduates are likely to give their feedback. If you're not, there's a very active field reports board on The Attraction Forums. Bookmark this link:

http://www.theattractionforums.com/field-reports/

Be detailed and specific enough that people can comment and give advice. Read other peoples' field reports for examples, and for ideas when you're there.

Half the value of posting a field report is working through all of the issues in your own head. So don't skip over complicated parts or failures. Try to break them down and figure out what you'd do in that situation next time. Even just writing about what happened will train your subconscious to think of what you could do better next time.

Make an effort to do this once per week, and your results will improve dramatically.

6. Stay up to date

I've been teaching pick up and seduction to men around the world for several years now.

I'll be honest with you - it would be much easier to just keep saying the same stuff as we did in 2004. But that wouldn't work for Love Systems because we actually use our techniques

every day, in our own personal lives.

The psychology of attraction stays the same, but what creates attraction definitely does not.

Imagine going into a nightclub dressed in a cape, leotards, goggles, furry hat and a feather boa. Ten years ago, that was different enough to be interesting. Today, it is disastrous. Some people adapt and are still attracting beautiful women today. Others cry bitter tears and tell stories about the good old days.

Which do you want to be?

It's not just "dating science technology" that changes. Actual technology changes too. A few years ago, text messaging was rarely used in pickup and dating - no one even talked about it. Today, it's a fundamental skill - to the point where the Love Systems book on Phone and Text Game (by Braddock and Mr M), with its pages of text message scripts, is one of the most highly-regarded books in the field of dating and attraction. If you can't text, you're probably "losing" 2 out of every 3 women you'd otherwise be able to get.

The next big thing is social circle game. Women have always judged men in part based on their lifestyle - who are your friends, what do you do with your time, etc. Until recently, they just had to take your word for it. Now with Facebook and other social media, women expect to know a bit about your lifestyle.

You can fake it, sure. But instead, we've figured out how to actually build a lifestyle that not only beautiful women will be attracted to, but will also produce a consistent stream of desirable women. Instead of going to the club and working hard to pick up the beautiful woman surrounded by guys in the corner - be the guy who goes out with her in the first place.

But it's not just social circle game. It's all kind of things - new powerful routines, techniques, and more.

Set up a few ways to stay current and eliminate the rest. Unsubscribe to any self-improvement mailing lists that are not providing quality "news you can use" information every week... I promise this will make a big difference. You MUST get rid of the clutter to leave enough room for the light to get in.

Do this now and it will free your mind up for the year.

7. Be man enough to ask for help

I confess - I'm not great at this. Most men aren't. That's why there are so many jokes about men refusing to ask for even simple things like driving directions. Women will not only ask for directions, but also share personal experiences, ask for advice, and avoid re-inventing the wheel.

This gives women a huge advantage socially over most men. Don't blame women for being smarter about dating and relationships and usually setting the agenda and getting what they want. Learn from them.

One of the largest websites for men's fitness, body building, and self-improvement was looking at exactly this issue a little while ago. Interestingly, they used Love Systems as an example:

The Science of Getting Laid

They have stupid pseudonyms like Cajun, Sheriff, Samurai, and The Don, but it's better than what they used to be called: geek, nerd, jackass, and douche bag.

They dress well but aren't necessarily good looking. Some are skinny with patchy facial hair. Others are slightly overweight. A few are just plain fucking ugly. But they're nothing out of the ordinary. They look like... guys. If you were at a bar hanging out and they walked in you probably wouldn't even notice them.

That's okay with them. You're not their type.

You'd probably laugh with your friends as you watch one of them approach a group of gorgeous girls. But your laughter may turn to disbelief when you see the girls offer phone numbers. Disbelief might turn to shock as you watch a master pick-up artist walk out with the hottest one on his arm. And shock may turn to awe when you see him do it over and over again with different groups of sexy women.

Pick-up artists leave with Playboy centerfolds, porn actresses, models, perfect 10s. You leave with your best friend Steve.

But don't worry; they used to be just like you. Probably worse. And you can learn how to pick up chicks, too. That is, if you're man enough to ask for help. (Original Article Continued Here)

If you haven't already, make 2011 the year you man up. Ask for help and take control of your social life.

Nothing in here should be overly hard or unrealistic. There's nothing in here about going to the gym every day, taking an improv class, or losing 30lbs. Those things will all help, but aren't necessary.

These resolutions are achievable. Print them out (this is important) and look at them every day. Let's make 2011 the year you reach your goals.

See you at a bootcamp.

Reprint: LBD on Natural Game

Posted by Savoy on Sunday, July 13, 2008

This article on the myth of "natural game" is from last week's Love Systems' insider. Following is the LBD excerpt:

LBD is one our oldest instructors. He's been around since 2002, he appeared in the book The Game, and he has been a top dating coach for years. He has recently returned from his service in Iraq and is now back on "active duty" as a Love Systems lead instructor.

LBD is known for his "no BS" style. He tells it like it is, both to students on his bootcamps and in life in general. Today he takes a look at so-called "natural game".

The Truth about "Natural Game"

I've been around pickup and dating science for longer than just about anybody. I've seen trends come and go, from creepy old guys telling you to point at your penis when you talk to hippy shamans guaranteeing that any woman can squirt. Not to mention the guy who had legions of online fans based on his "new discoveries" until he was forced to admit that he was, in fact, a virgin. These things remind me of societal trends like 80's clothes and hair, oxygen water or Dungeons and Dragons 3.0: they are all bad, and they will all ruin your game.

I led a Love Systems bootcamp in Seattle (reviews here) and one student asked me about the latest of these fads, which he called "natural game". According to this, you don't need any of the best word-for-word scripts from the Love Systems Routines Manual, you don't need the step-by-step structure from Magic Bullets, you can just go out and be yourself and have fun and women will come to you. I told him that that is what most of us were trying to do before we discovered dating science, that it didn't work back then, and that it sure as heck won't help new people get better now.

We teach a step-by-step approach (the innovative Emotional Progression Model from Magic Bullets). When you have large, complex problems like "see that beautiful woman over there; get her into bed (or make her my girlfriend)", it's really helpful to break it down into specific tasks that come one after another. First you do X, until Y happens, and then you do Z. There are only 6 steps, and only a few combinations within each, but it has simplified the lives of thousands of men worldwide and it works. And "being yourself" doesn't help if you draw a mental blank or run out of things to say. Sure it's easy to tell someone to just make conversation when they run out of things to say, but when you're talking to a Playboy Playmate lookalike

and her friends are trying to drag her away and she's looking at you expectantly to see if you have anything more to you than a well-delivered opening line…you have to have stuff ready to go. And it has to be good.

That's why Savoy and The Don created the Love Systems Routines Manual with hundreds of word-for-word scripts that the top guys in the world actually use, day in, day out. Why try to use stuff that didn't work in the past when there is proven material that has worked time and time again to guide you?

In general, any fad that promises an easy path without putting in the work sounds – and is – too good to be true. Does this mean being "natural" is bad or impossible? Of course not. If you see Love Systems bootcamp graduates out socially, they will look very relaxed and natural. But that's because they've done the work to get there.

Let me explain, with reference to an all-American metaphor: baseball.

A professional baseball player can step up to the plate, stare at the pitcher, and then, with perfection and apparent ease, hit the ball perfectly for a homerun. Lets say you are brand new to the sport of baseball. Perhaps you have never even stepped up to bat before – but you really want to learn and you spend the money and get the opportunity to train with this professional baseball player. The first thing you ask him is 'How do I hit a Home Run?' and he explains that the best way to hit a homerun is to not think about it. You need to just feel when the timing is right to hit the ball. You mind and soul should be on autopilot, you should be one with your true self and then hitting the homerun will come naturally to you.

Is he lying to you? No. That is the way he hits a homerun every time. But will that advice ever help you hit a home run? Not one darn bit. What has happened is this professional player has completely forgotten about all the years he has spent playing baseball. He forgot about the thousands of times he has been up to bat before. He forgot entirely about his learning process that has allowed him to become the natural baseball player who can effortlessly hit home runs.

It is no different with meeting and attracting women. If you haven't had all of the success you want, going out and "being natural" isn't going to help, no matter how many e-books you read.

Natural game is simply how men act when they are ALREADY good with women.

You learn natural game by going out and practicing, as much as possible, for as long as possible. You practice with the best tools available – the structure and formula from Magic Bullets, the word-for-word scripts from the Love Systems Routines Manual, and the advanced deep drills from the interview series. Natural game is learned by doing a thousand approaches and then going out and doing a thousand more. It comes from hard work, a good attitude, patterns of success and a willingness to push through some failure. It comes from making good friends who will push you, attending bootcamps and seminars and then going out and doing all of it all over again. If you do that I guarantee that you will have natural game.

People who all of a sudden "discover" natural game actually reveal more about their own dating science skills and development than they do about how to teach others. All it means is that they have gotten good enough with the basic structure and with routines that they are now able to take the training wheels off. They discover that now that they have internalized

the right behaviors and intuitions from having worked with a Magic Bullets-type structure and Routines Manual-type routines that they don't need to slavishly follow the model anymore and can improvise.

Well, of course.

When you see me out with friends like Tenmagnet or The Don orSavoy, we're improvising, taking advantage of possible shortcuts (I think Savoy and Brad P even recorded an interview on taking chances), and so on. That's because we're good enough to be able to "feel" the game and be "natural", like the baseball player in this analogy. But there's no way that we would have gotten this good if we hadn't had resources like the type of information that eventually found its way into Magic Bullets and the Love Systems Routines Manual and the advanced interview series. And there's no way we'd teach without them. And whenever something goes wrong, we go straight back to the basics to troubleshoot.

There is a world of difference between being good with women and being able to teach others how to be good with women. Being able to pick up is necessary to being a good teacher, but it's not enough. That's why I've always been suspicious of guys who proclaim themselves to be gurus. If they were really gurus who could change other peoples' lives, there'd be armies of men using their system to great results. Like the two dozen Love Systems instructors around the world, from 5'2 to 6'4, from 110lbs to 250lbs, from Europe to North America to Latin America to Asia to Australia. We all use roughly the same system, because it works.

The best way to learn natural game is to do the work necessary to get there. To make the most progress in the least amount of time, it is best to do the training and the exercises that teach you natural game. Those are following the program: scripted material, canned openers and proven attraction routines. These are time-tested, proven methods that have transformed thousands of Average Frustrated Chumps (AFCs), myself included, into real-world pick up artists and the new 'naturals'.

Another error in the natural game theory, and it applies equally to our pro baseball player as it does to our pickup artist, is that natural game only happens when your mind and body are in state. What happens when you are nervous, tired, had a bad day at work, dog dies or Marvel kills off Captain America? You aren't in the mood to be instantly clever and charming right off the top of your head. But you sure as hell can pull out the Love Systems Routines Manual, read a couple of scripts, and then go approach. Every single time.

The few guys I know who are teaching natural game got there only after doing years of field work. Natural game comes from doing the field work. And the best way to learn the field work is to follow the system. Once you have it Natural game is a lot more fun and a lot easier in my opinion; but it is anything but natural.

PART SEVEN

RELATIONSHIPS

How to Make Her Your Girlfriend

Posted by Savoy on Monday, January 8, 2007

A lot of men who find different dating websites such as Love Systems want to meet lots of women and enjoy a certain lifestyle. As long as they're honest, all power to them.

But overshadowed in this sometimes is the fact that some dating coaches are really good at finding a woman who fits what they are looking for, leading to a long-term relationship with her.

How do make a woman into your girlfriend? Well, I'm not going to solve that issue in one post - we actually do a one-day relationship management seminar, but those are almost always sold out. The DVD home study course is out - check out sample video clips, lists of topics, and other free bonuses on the Relationship Management Page. Or check out actual clients' reviews of the Love Systems Relationship Management DVDs)

How to make her your girlfriend is one of the focuses of the Relationship Management Seminar, along with "how can I date multiple women?" and "how can I get threesomes".

A lot depends on subtle cues you give - it's amazing how much women read into men's behavior when men aren't even trying to give off signals. As a side note, that's one place I think where women go wrong with guys. Most of what guys do is "noise" and meaningless. Much more of what women do means something. Anyway...

It is both easier and harder to make a woman into your girlfriend than it is to casually date her. Because monogamous relationships are the dominant relationship type in our society, women will often assume that this is where your relationship is going unless either of you say or do something to imply otherwise.

This may seem strange on the surface. After all, you probably have not ended up in Traditional Relationships with most of the people you've slept with. This is because people often do "say or do something to imply otherwise". This can be very subtle. For example, if she mentions other men or dates at any point of your interaction after the first hour or so, she's probably not looking for a Traditional relationship. If you have a "party" vibe about you and never seem to get serious, she may assume the same about you.

Now, let's assume that you do want a Traditional Relationship. How do you get this enticing woman to be your girlfriend?

The good news is that a lot of this process is not all that different from getting her to sleep with you – show enough interest to get her looking in that direction, but not so much that you come across as pushy, clingy, or not a challenge.

In other words: Get close to her without being clingy.

Your goal is to get to seeing her 2-3 times per week and for her to come to the conclusion herself that she doesn't want to see other men and/or that she'd rather give up the ability to see other men in return for knowing that you won't see other women. It's important for her to come to this conclusion herself as opposed to your pressuring her.

If you pressure her into a commitment before she feels completely ready – or at least ready enough to bring it up or hint strongly at it herself – then you're significantly adding to the likelihood that she'll cheat on you later. So let's not do that.

For best results, start when in Comfort. Vague long-term plans based on common interests are a great idea. For example, if I'm dating a woman who tells me she loves art, I'll talk about how we have to go to the Getty Museum one day. If we realize we both love ice hockey, I'll comment on how we have to go to a game. If she wants to be a better cook, then I'll suggest we take a cooking class right under the Arclight, and maybe make it more specific by agreeing on what kind of cuisine we should learn. Not only are you uncovering great date ideas, but you are also 1) reinforcing any emotions she has that you and her have some exciting possibilities ahead, 2) communicating that you see potential for some kind of longer-term relationship with her, and 3) helping her imagine herself with you in other contexts in the future. Don't actually plan anything at this stage – keep it vague. Planning is boring for many women and takes away excitement and adventure and can make everything feel "too serious" to her.

Use each time you see each other to discuss mutual interests and upcoming events. Further dates will follow naturally out of these conversations. For example, say you are both talking about your love for classical music. You mention that you have tickets to the symphony for next Friday. Presto. You have another date.

At some point, she should give off some indications that she's committing to you. For example, she might reserve part of her weekend for you, or wants to know what you're doing on the weekend so she can make her plans. She might suggest a weekend getaway. Introducing you to her friends more than once is a very good sign. Listen to how she introduces you, and make sure to invite her along when you are doing some activities with your friends especially exciting high-status activities. Remember, women lose social value if their friends perceive them as easy, so if she's introducing you to them more than once, she is probably not introducing other men at the same time.

If she hasn't given any of these signals, be patient. Use the telephone to your advantage. A couple of phone calls during the week, ideally 10 minutes or so, to tell her about something interesting that happened or to check in on something specific in her life (if she was sick before, to find out if she's feeling better, if she just started a new job, to find out how that went) works wonders. It shows that you care and that you listen. Most of the usual telephone rules (get off the phone first, etc.) still apply.

At some point, she will bring up the idea of you as her boyfriend or ask you if you're seeing other women. This is not a time for a jealousy plotline. Just be genuine here. Your goal is very close.

It is a rare woman who will see you 2-3 times per week and never refer to you as her

boyfriend or initiate a discussion about the future. But if it happens, then the responsibility falls on you to say something like "I feel funny bringing this up, but I realized we never actually talked about this. Are we supposed to be seeing other people?" Be emotionally neutral – and not nervous – when you say this. One way or another, this will resolve the issue.

Q&A: Dating Multiple Women (Multiple Long-term Relationships)

Posted by Savoy on Saturday, November 6, 2010

I was talking on The Lounge the other day with Randall, a Love Systems bootcamp graduate. He's doing great now, and it reminded me of a Q&A I did in the Love Systems' insider (LSi) a little while ago. He said it helped him a lot, so I'm taking a fresh look at it here.

Dear Savoy,

I was at the Love Systems Bootcamp in April withBraddock and The Don. I hesitated for a while because it's not cheap, but oh my God was it worth it and I'm kicking myself for not learning Love Systems a couple years ago. I didn't know it was possible, and now those illusions are shattered now and with what I learned, I'm seriously making up for lost time :-]

One of the women I met on my bootcamp has flown to visit me a few times (at her own expense) and I saw her when I back in Los Angeles on business. I told "Kristine" early on that I'm not looking for a committed relationship. She said she understood, but the last couple weeks she's gotten more possessive. She asks about my female friends and is annoyed if I don't return her calls until the next day.

I feel CRAZY writing this because 'Kristine" is model-quality hot and a really cool girl. She's definitely a few leagues above anyone else I dated, let alone slept with, before my bootcamp. The night we met, many other guys were hitting on her and following her around, so when she gave me her number and was excited to hear from me the next day, I thought I'd won the lottery.Now I'm also winning the lottery a lot in my home city and I don't want to be rushed into a relationship. What should I do?

-Randall S., Kansas City, MO

Dear Randall,

Here's the first problem – you're looking at a relationship like a business contract.I.e., you and her agree on how it's going to be, and it stays that way unless you both agree to change it. That's not how most women see men and relationships.

I learned this the hard way.

In college, before Love Systems, I started dating someone just before the end of the school year. She was about to graduate and had already been accepted to law school in a college about 400 miles away. I had another year to go. Because it was a new relationship and was

going to be long-distance, we agreed that it would be okay to see other people as long as we told each other when it happened.

A few months later, I somehow ended up hooking up with my friend's new roommate. Hotter than any girl I'd hooked up before I started with Love Systems and started picking up seriously hot women. Thinking I was being a good boyfriend and playing by the rules, I called my girlfriend a bit later and told her.

She was REALLY pissed off.

"I thought we were passed that"

Let me be clear. The rules never changed. We had that conversation about the open relationship, agreed to it, and then never discussed it again. So the same rules stay in force, right?

Not to her and not to most women in that situation. Our relationship had become pretty stable – we talked every day, saw each other most weekends, planned stuff together. So it felt like a serious relationship. In her experience, serious relationships were monogamous ones. Neither of us had been hooking up with other people (or we would have told each other about it), so to her, the relationship had evolved and now we were monogamous.

It didn't hurt that a monogamous relationship was what she naturally wanted anyway…

So what's going on here?

If you're a legal guy or have watched enough courtroom dramas on TV, you can think of how women see relationships as being "common law" instead of "civil law". In common law, rules change based on precedent. The exact same law may have the exact same wording as it did 20 years ago, but if a judge interprets those words differently than judges did 20 years ago, the law has changed. In civil law, the exact same law means the exact same thing as it always did until someone rewrites it.

Most women take a "common law" approach to relationships. To avoid "expectations drift", you need to act in a way that she perceives as "this is how a guy in an open relationship would act" and/or explicitly review the terms of your relationship. The more she wants the relationship to change, the easier it will be for her to convince herself that it has.

I go over this stuff a lot in the Relationship Management DVDs – the six major types of relationship (including friends with benefits), how to get into each other, how change relationship types, manage expectations, tell what girls will cheat and when they'll do it, and so on. That's hours of material, so I'll be brief with a couple of things to get you started on your specific question:

- Do not see her more than once a week or once a month if long-distance. Important.
- Make occasional comments to subtly remind her that you still have an active social life. Don't embarrass her by talking about dates or other women, but tell non-romantic stories about what happened 'when I was out last night' or 'at my friend's party on Friday'.
- Avoid routine. Don't talk to her every day on your drive home for work, or if she lives in your town see her every Saturday night for example.

- Realize that if she really wants an exclusive relationship and you don't give it to her, she may well find someone who does. That's OK – Love Systems is not about building a harem with every woman you meet, and if you don't want what she wants, that's OK. But be aware.

How to Get Your Ex-Girlfriend Back

Posted by Savoy on Monday, May 18, 2009

I get a lot of emails with questions like how do I get my ex-girlfriend back or how do I get back with my ex, and so on.

So in last week's blogpost, I went through the 8 golden rules of getting your ex-girlfriend back.

8 Steps to Get Back Together With Your Ex

1) Is she really worth it?

Check the classic Kill Beatrice post by "Future" the #1 rated PUA of 2009:

Beware of the "grass is greener" trap. If she's the one who got away, well, lots of women probably got away before you got started with Love Systems. Sometimes the attraction disappears if the girl who rejected you before now wants you...will you still want her? If that's the case, stay away. I'm not here to preach, but you can do a lot more damage playing on your ex-girlfriend's emotions than you could flirting with someone new.

2) Are you worried that your ex-girlfriend was "as good as you're going to get"?

If you feel that way, it'll be harder to get her back (or keep her).

Back when I used to do phone consultations, I saw this way too often. A client would take my advice on how to get her back but ignore the inner game stuff necessary to keep her. I'm told from other pick up artist instructors (who do phone consultations) that this still happens. I can't solve inner game issues in a few paragraphs – we have a highly popular and well reviewed all-day seminar for that, led by the experts - Love Systems Inner Game.

Anyway, regardless of how amazing she was, you can date women who are just as interesting. You got her, right? Why can't you get someone of equal quality again?

Unless you are 100% convinced (really convinced…not faking it) that you can attract women at and above her level, you WILL lose her.

This is some of the stuff I go into the Relationship Management Home Study Course. Click on that link for some free videos as well.

3) Minimize contact with her for a few months.

Let me list a few things that are unattractive to most women:

Big, fat, hairy beer bellies
Their best friend's kid brother who follows them around like a puppy dog
Adult diapers
The ex-boyfriend who hangs around everywhere and wants her back

If you want her back, it will show. You need some distance. Even if you're being cool.

For example, you and her coincidentally end up at the same party. Even if you didn't follow her there or get in her way, she may still think it's "weird" that you're there ("weird" is like "creepy" - it's an ambiguously-defined word women use that sticks - it's really hard to come back from). Maybe she thinks you're obsessed, or stalking. Maybe she gets upset because your very presence is "cockblocking" her (even if you don't care). And so on.

Even if it's completely illogical. At Love Systems, it's about emotion, not logic.

4) If you're in her social circle…

Maybe you know a lot of the same people and you're in the same extended social circle.

In that case, minimize your time together without making it seem like you're going out of your way to avoid her.

Don't talk about her. If you have to, be positive and then change the subject. This goes double for her dating life. It goes triple for the circumstances surrounding your breakup or anything about your relationship with her.

Don't show off. Don't go out of your way to bring other women around her or mutual friends. Live your life and do what you'd normally do, but err on the side of caution.

Yes, Pre-selection (being attractive to other women) is one of the key things that attract especially beautiful women. But you don't want her to feel that you are pre-selected bit by bit. When you re-initiate in a few months (see below), you want it to be a big bang.

You want her wondering, "who is this guy I let get away?"

5) Change

Something about you should change before you re-initiate contact. (We'll get to the biggest change you need to make, next)

Whether it's a new job, a new hobby, a change to your dress style, something – and it need only be one thing – should change.

This is a great opportunity to improve your identity - which is a great tool for attracting women, especially within your social circle.

Since women are attracted first and then figure out the "reasons" later, you want to make it as easy as possible for women to find reasons to be interested in you, once you've hit some attraction spikes.

If this concept is new to you, I really think you could benefit from reading my book, Magic Bullets, which is full of ready-to-use techniques like this (and has free chapters on that link)

These "reasons" can be arbitrary. I've had women insist…INSIST that they slept with me because I'm a Libra and Libras are so balanced and in touch with themselves. Or because I drink gin. Or because I have "nice eyes".

They even believe it at the time. In reality, they slept with me because I ran them through the Love Systems Triad Model (from the Routines Manual Vol 2) which made them FEEL that they wanted me. Only afterwards did they look for reasons.

So you need to help her out with some kind of arbitrary change so she notices something different when you re-initiate contact.

This also reinforces that you should stay away from her in the meantime. It's hard to notice change when you're too close. You'll never see the grass grow by staring at it.

6) Get Better with Women in General

Yes, I know you're still convinced you just want that one girl.

I don't care. In fact, I won't even believe you until you've shown me that you can get women who are as attractive (or more) than her, and that you still want her. Otherwise my guess is you're rationalizing, just like a woman who sleeps with me because I'm a Libra.

But even if I did believe you, I still wouldn't care. You still need to get better with women in general.

Think of top golfer Tiger Woods. He rarely trains for any specific golf course. He practices the fundamentals of golf – driving, putting, and so on. Maybe before a tournament he refreshes a bit on the course, but that's it. Tiger Woods gets better at golf; he doesn't get better at a specific golf course.

For all of this to have an effect, you need to get better with women in general. Learn the skills. Get experience using them. Success breeds success. Women can "smell" a man who is comfortable with beautiful women and able to keep up with them. And men who are not.

For a real-life example of this – read (on this blog) the classic field report of how a stand-offish"10" turned into a very sexual, threesome-loving dream girl, and how to seduce a runway model from the Playboy Mansion.

7) Then, and only then, re-initiate contact

When you're ready – that is, when you are confidently and consistently attracting women who are as attractive as her or better – only then can you re-initiate contact with her from a position of strength.

Whatever you do, when you re-initiate USE THE LOVE SYSTEMS TRIAD. If you make her feel emotionally close to you but not physically (or you miss the opportunity physically because your logistics were wrong) you'll doom yourself to yet more time in "Let's Just Be Friends" land. This is an especially big risk if you guys have already broken up once.

8) Don't mess it up again.

When you re-initiate contact with her, act like you're in the "Dating/Undefined" category of relationships.

The Relationship Management DVDs break relationships down into 6 categories – including traditional relationships, multiple relationships, friends with benefits, etc.

Dating/Undefined is somewhat like treating every time you see her as the 2nd or 3rd date. Have that frame.

If you're not familiar with this, learn Love Systems Relationship Management. It covers everything from how to get into every kind of relationship (one girlfriend, threesomes, multiple girlfriends, one night stands, hookups, etc.), how to manage each one, how to move between, and more. It's also the only place where we released "the model" – how you can predict when and how your girlfriend might cheat and also what you can do about it (it's not what you think):

It's gone wrong once. Don't let it go wrong again.

And good luck.

How to Date a Porn Star

Posted by Savoy on Monday, June 18, 2007

I've been getting a lot of questions about how to pick up porn stars specifically, so I thought I'd leave some tips here:

- They're flaky. Don't rely on dates. Get them home the same night you meet them, or run a lot of text game until you meet up with them again, but don't do the call-on-Wednesday-to-make-plans-for-drinks-on-Friday thing.
- Most, to confirm a stereotype, are not that bright. A few aren't and will resent being thought of as dumb. Keep the conversation light and focused on things like popular culture, music, entertainment, and so on, until you get a sense of what you're dealing with.
- Do NOT play therapist. Yes, some porn stars come from broken homes, were abused, etc. I've never seen a survey on this but in my experience, most aren't, and will resent you if you act like they are damaged goods. Most porn stars I know like their job - it's still work, but it's decently paid, and they don't have to work that much. If they do have other issues, they're probably not datable anyway, and even if you wanted to go there, playing therapist will NOT help you. My downloadable ebook, Magic Bullets (you can download free chapters from that page) goes into more detail on this.
- Do not play tourist. Most guys will ask questions like "what's it like to be a porn star" that they've been asked a million times. I don't care how curious you are - any question you want to know is something she's been asked before. She has a life outside of work, and you'll do a lot better if you focus on that. Once you've been sleeping with her, you can ask anything you want.
- They're not as hard to pick up as you might think (especially if you read how many emails I get about this). It's harder to find the right places to meet them than it is to seduce them once you're there (provided you have good game to begin with...if you're not consistently picking up regular girls, get good at that first). Between the judgmental guys and the guys who just want to "save them" and the guys who treat them as one-dimensional sex objects, there's a lot of room to get her interest by just being cool and relatively normal.
- They party. Almost all porn girls do some sort of drugs. I don't do coke, but if you do, that's a sure ticket to getting her home & happy.
- Be non-judgmental and non-jealous. This is good advice in general, but especially around porn girls. Don't be judgmentally anti-judgmental either.

- No porn star pictures herself as being a porn star for their whole lives. They all have had some idea of what they really want to do "after" (realistic or not). Use future projection (from Magic Bullets) to situate yourself in her reality and build a connection.
- Don't assume that what they do on film is what they want to do on a first date. Now, every porn star I've been with has been kinky...don't be too boring either. But she's dated off-camera before, and has ideas on how that should go. She may sleep with you on the first date, but save the 4-girls-on-1-guy and the whips-and-chains for later.
- Show that you have basic idea of what goes on in her life. Most people in "the business" date other people in the business because they think (or experience has shown) that those people are best able to understand and relate to them. Without contradicting any of the advice above about not playing tourist or being her therapist, have a basic idea of how the industry works. (not from porn sites or anti-porn activists...read a couple blogs from people actually in the industry)
- Do NOT be a fan. You've never seen her movies. I don't care if you have. You haven't. You don't hate her work or have a problem with it, you do enjoy porn once in a while, but you're not up to date up on who has filmed what recently, who is up for awards at the AVN, and you definitely are not familiar with any aspect of her work. Trust me.

Field Report

Picking Up a Celebrity Playboy Playmate by Mr. M

In the book 'The Game ', Style talks about how he 'number closes' a playboy playmate. I'm pleased to report that I was able to take things one step further.

I don't regularly do Field Reports (FR's) because they take a long time to write and ever since Braddock and I developed Social Circle Mastery, hooking up with hot girls happens with such regularity that it seldom warrants anything to write about. Nonetheless, Savoy asked me personally to write this one up and I believe that I can put in some good information that readers can use to improve their interactions with women.

So here it is...

The name of the Playmate will unfortunately not be divulged because I'm still in contact with her and she has a high media profile – TV appearances, reality TV shows, magazines, etc. [EDIT - NB: I have also removed all pictures now due to privacy reasons and the fact that some people from the forum stalked her (and me), which was creepy]. This is my type of girl. She's super hot, bitchy to most guys, turns heads in the street and has high social value (i.e. has accomplished something with her life). It's (a topic Braddock and I cover in an interview series) and is something that I teach at. In an interview series, Braddock and I go through (i.e. the way that we pick up 9's and 10's). [EDIT: Note all pictures have since been removed due to weird people putting them up on different forums and contacting her.]

Part 1: The Pickup

A few months ago, I led a bootcamp in LA. It was day 2 of the seminar . Dahunter and I were walking into the hotel lobby and waiting for the lifts to theseminar room. As we're waiting, Dahunter gazes over at the hotel counter. Dahunter taps me on the shoulder and whispers, 'Dude, that chick is SO hot.' Dahunter standards are notoriously high. The guy has incredible game.

I look over my shoulder.

God. He's right. There is a phenomenally beautiful woman waiting in the hotel lobby. Even in gym clothes, you could tell that this was a genuine 10. The lift 'dings', telling us to get in. My mind asks me... 'Get in or approach?' As always, there are 500 excuses not to approach and only one good reason to just do it. I still get some approach anxiety . Everyone does, even if it manifests only in the form of slight hesitation (unless you are a sociopath). However, I have now made it a HABIT to open as part of everyday life. One of the principles that Braddock and I teach in the Inner Game Seminar is that 'Habit is Destiny'. In short, I have learned to make opening has become one of my habits. My 'Push Equilibrium' (another key concept in Revolutionary Inner Game) has expanded.

I walk over... I've done this hundreds, possibly thousands of times before. I'm calm. But as I get closer, I realize that this girl is actually a lot hotter than she was from a distance. She gets a little more beautiful with every step. Long blond hair, a voluptuous figure and beautiful features. And seminar starts in 5 minutes. Damn!!

So, the first question is: how do you open a 10 in day game and solidly close her within 5 minutes? Tough ask, even for an instructor. Well, you can go for a direct approach or an indirect approach. Direct 'shock and awe' game works. Full credit to Soul though for all that day and direct game stuff he's pioneering! In my experience, for genuine 10's with high social value , if it is appropriate to execute in the given situation, then I have found that an indirect approach has a slightly better percentage. Of course, if this isn't an option (like when she is walking by on the street, for example), best thing is to go direct. If you want to learn about direct street approaches, Soul is the man.

A particular technique that I like to use is to DHV to people around them first. When a target is stationary/static in day game , I'll open any set or person near her with a functional opener. It is important that it is a functional opener because the opener NEEDS to be fast, low compliance, easily transferable to the adjoining set, and you need to throw in a DHV in the first 10 seconds or so which is easily observable by the target. I go for the indirect opener and use social proof.

So I open the guy next to her and allow her to soak in DHVs and subcommunications through my interactions with others.

Mr M: 'Hey buddy… do you know if there's a place around here where I can get some quick food?' [Functional opener, delivered just loud enough for her to hear]

GUY: 'Hmm…'

Mr M: 'I've got to lead a seminar downstairs in 5 minutes but I'm starving and there is

something wrong with the meat in this burger (pointing to fast food paper bag in my hand). I'm not even sure its cow...'.

Out of the corner of my eye, I see that she smiles. Two demonstrations of value (humor and leadership), a time constraint, good sub communications and presto - some value is established. I open her with the same functional opener.

Mr M: You know where I can get healthy beef burger?
The opener burns out super quickly but we transition beautifully.
Playmate: There's a burger shop down the road.
Mr M: Do they have good burgers?
Playmate: I think so.
Mr M: Made from healthy cows?
Playmate: [Laughs]
Mr M: Thanks. [Body rock, pause and hold eye contact] You know, you remind me of a friend of mine that I used to hang out with while I traveled Australia. Her name was Brenda but we used to call her Bertha. Thanks Bertha [Hold hand out to shake her hand]
Playmate: [Laughs] I really don't like that name. [shakes my hand].
Mr M: Jesus, I've only known you for like 2 seconds and we're already not getting along.

The interaction continues.

I don't use routines much anymore and take a more principle based approach to game. I mostly use 'Trigger Words' – a revolutionary concept developed by my good friend Braddock, which he and I teach exclusively at our bootcamps .Throughout the interaction I mention my ex, framing my job and what I do as fun and interesting (as interesting as you can make 'lawyer' and other things I do to be - see my bio for more about me), push-pulling, teasing etc. Soon, I begin to 'vibe' with her – 'vibing' is where you get to a point where the ebb and flow of the communication, rather than the content coming from one party, sustains the interaction. I role-play, tease and even incorporate one or two of my specialty 'bitch shield destroyers' as she was quite cold and closed off initially (probably due to the fact that she had been hit on hundreds of times by guys). I re-frame (which has a PROFOUND effect later on – read on). As a side note, I have honestly found that framing is the KEY to getting the 9's and 10's. I may write a post about this soon, but it is once again something that I teach at my bootcamps and is something that I will cover in the upcoming Love Systems book on Attraction. Under a barrage of social weaponry, she's softening… and the indications of interest come more freely.

I am now very conscious that Dahunter and I need to get to seminar . It's been like 10 - 15 minute, so we're getting late. Dahunter is watching. But I now have a student watching too. Plus, the guy I originally asked about the burger is starting to stare!! I've got an audience… time to 'time bridge' and eject. I've demonstrated enough value. Any other girl would have been putty-in-my-hands already so I close using a standard, but solid, number close: 'It was

cool meeting you. Lets catch up tonight [at the time bridge location]. What's the best way of getting into contact with you?' Full credit to my old wing and mate AFCAdamLondon for that line.

She pulls out a card from her purse (surprisingly large one actually), gets a pen and writes her number on it. I take the card. It reads, '[Name], Playboy Playmate, FHM model, Cover Girl on [a bunch of magazines], TV appearances on [about 20 programs including MTV soulmates, NBC, E! etc etc]'. Her mobile phone number is written in pen on the back. And it has a half naked centerfold picture of her on it. Awesome. For all those newbies out there, and those struggling to mastery... it is THESE TYPES OF MOMENTS that you get into where you think 'SO THIS IS WHY I TRAINED SO HARD!'.

I tease her for being a 'poster girl', say goodbye, smile warmly, walk away and get into the lift. I hand Dahunter the card. He looks at me sheepishly. We both start to laugh. Poor guy says it was a turning point for him not to hesitate as it should have been him! Since that time, I have never seen a better opener than Dahunter lol.

Part 2: The Night

After getting the phone number, I teach the bootcamp . I love bootcamp . Teaching is one of my passions. Game and social dynamics the other. Bootcampis the perfect marry between the two. I call her that afternoon to arrange to meet up. I had solidly time-bridged but like all hot women on a cold approach, I expected flakiness (note that you get a lot less flakiness if you get her through the social circle route, which is a tenet of Social Circle Mastery).

I dial the number. The phone rings. And rings. And rings. No pick up. Goddamn it.

I thought she'd flaked – it sometimes happens with hot girls, especially if you didn't build enough emotional investment or value in the initial interaction. Nonetheless, true to the abundance mentality (once again, a crucial concept we really dig deep into in Inner Game), it didn't matter to me a single bit. I throw the phone to Dahunter and go have a shower to get ready for in-field portion of the bootcamp . 5 minutes later, I come out and Dahunter is sitting on our hotel bed, smirking at me. 'Txt game', the cowboy says. 'The low compliance alternative'. He throws the phone back to me. Dahunter had used texts messages to get two replies from her. Don't underestimate the power of text messaging. While a girl may not pick up the phone for fear of social awkwardness, she will seldom not reply to a good text. Throughout the evening, we texted back and forth. I followed basic txt game principles:

Don't appear too eager

Try to be light-hearted, succinct and funny

Always appear to be having a more fun and interesting time than she is

Make your responses come at unpredictable times

It was lively. We teased, mocked, bantered. After about 5 exchanges, I got her qualifying. Getting a 10 to qualify is absolutely KEY. I can't emphasize this enough. I demonstrated value using all of my regular txt techniques and made her sporadically wait for a reply – which had the effect of her sending the same message (to make sure I got it). I achieved the 'Tempo' (a

concept that I invented which I teach on my bootcamps and cover in Braddock's text game product) of the text interaction. She asked me to come and meet her at the bar that she was at. I replied that she should come and meet me (in truth – I was running a bootcamp so quite lucky she didn't come – I like to focus on the students). This is often something hot women will do – make you come to a place where she is surrounded by guys and has the highest social value . Don't do it and if you do… take a wing to vibe off (can't go into advanced winging or the social dynamics as to why right now, but trust me, it's a good idea). Very soon, after lots of back and forth banter, she sent me a txt that said, 'why don't you just swing by to my place and we'll have a drink'.

Booya!

At this point, bootcamp had finished, so we drive over. Dahunter goes into her room with me. I'm not going to document everything I said here but I think this may have been some of the most insane 2 hours of game that I think that I have ever been in. Really testing stuff. The strangest thing is that her intuition about men was off the chart. She floored me with her insights into my world when I opened up. She also made cold reads on Dahunter after he left. The next day, I told Dahunter some of the things that she had said about him… and he freaked out completely. What an amazing girl – it is very rare I meet anyone with that sort of intuition.Dahunter was respectful. He could have tried to game her as well. That would have likely led to a collapse for the both of us. I asked him not to prior to coming into the room. Too many guys I've met from this 'community' DO NOT know how to wing properly. Dahunter and Braddock are by far the best wings that I have ever had.

Enough from me… Dahunter agreed to write up what happened in the hotel room, from his point of view:

Let me start by saying Mr. M is not what you would imagine at first. You hear about his mad skills, but he's definitely not the best looking guy and he comes in "under the radar." But as soon as he opens his mouth, you realize that he's a monster of social value . His sub-communications are really calibrated for what Braddock and I refer to as "10 game," which means dating exceptionally beautiful and high-status women. He covers this really well in his bootcamps.

So, back when she texted Mr. M to come over to her hotel, we had no details of who else was there or any other logistical problems that could come up. I say "we" because I was highly interested in seeing my friend Mr. M succeed with one of the hottest women I've ever seen, so I was involved in the entire text messaging process through the night by learning from his "10 game" and also throwing out my suggestions on any ideas I had to send the perfect text message every time. Like anyone who knows what they are doing, I first learned a lot of the basics from Savoy and Sinn 's interview on phone game. We were in a cab thinking of the possible variables of the situation. He could get there and it could turn out that there were more people there, which would have made him the outsider. This is one of the reasons I offered to go in with him, so if there were other people Mr. M wouldn't be by himself. If she was by herself, I could have a drink and then leave, but my initial presence would also help, because it would imply that Mr. M didn't just show up expecting sex, which might have initially turned her off.

When we get there, she was by herself. We go in, I have a couple of drinks and just observe Mr. M's game. She just starts talking naturally about the celebrities she hangs out with and things she has done, and Mr. M systematically demonstrates equivalent or greater value each time, showing that he is at her level and he is used to women of her level. This is a key element to attracting exceptionally beautiful and high-status women. I play a role in this by agreeing with Mr. M and chiming in to enhance the stories that show his value. I also have fun with the process by sending him text messages saying things like "Tag Team!" – if you're not having fun, then dating science isn't for you. After a while, it was time for me to leave. It was a sort of celebration and a lesson at the same time. I had done everything I could to help my friend get with one of the most beautiful women I've ever seen. The biggest lesson was that I was originally going to approach her, but I pushed Mr. M to do it instead, and now he's the one with the Playmate story to tell. As Mr. M says: "who dares wins."

-- Dahunter

Back to me. To cut a long story short, it took me about an hour and about 5 different kiss attempts to actually get with her IN HER ROOM. Remember guys - if you are pushing the escalation, you may have to try more than once for the kiss close - particularly if you are pushing the boundaries of the natural time progression of seduction . The key is to be unreactive to the first rejection. If she stays there after that, you have green light to escalate and try again. Of course, you want to avoid this if possible by having an easy progression of touch / kino .

Out of this experience actually came what is now my favorite k-closes. This is only because I tried them ALL and she rejected me on ALL of them! The technique I use now, which is the one that actually worked, was, without going word for word into it, to create an intensely good feeling through either emotional connection or laughter. Then cut it dead and say that I think I should leave. Importantly, she has to feel that loss. Then hesitate slightly. Then kiss her! The core idea is that the feeling of loss (the threat of you going away) overwhelms the instinct to push you away again.

In retrospect, what got things really going was the reframing. It's not something emphasized enough in pick up. I know everyone has different experiences with this but I've found the real 9's and 10's (and when I say 10, I mean looks and social value) really respond to it. Reframing is basically changing the overriding assumption of the conversation so that the sexual selector. For example, with the Playmate, I was saying things about like how LA girls are too touchy feely and can't keep their hands to themselves at bars. Or things like how I can't ever find a girl that's loyal, fun and a sexual freak. I've got a whole bunch of routine based ones in my head, but tend not to use them so much anymore. Reframing becomes natural after you become good at this and actually have abundance.In fact, I'd reframed SO much and so successfully that while we were lying together in the aftermath, she said to me - 'I bet you're one of those guys who girls like me go crazy for all the time.' I was like, 'What do you mean?'. She's like, 'you know, FHM models, playmates and that'. I'm like 'Why?'. She's like, 'Well because you think like us – I mean, women treat you the way guys treat us'. Reframing. Tell me it's not

phenomenally powerful. As a general note, reframing can have a massive effect on any human interaction. It is also usable as an extremely potent social technique for social manipulation and control (for more on social dynamics, social techniques and manipulation of social dynamics, see the four part article series called Revealing the Social Matrix here).

It took quite a while to get her top off. I'm not going to go into the details of what came after – it's not my style. Suffice to say we had a lot of fun. It was not a full close, but close (in the end, I had to leave to teach seminar the next day and was also due to fly back to the UK and had to pack). But there is plenty to learn from this.

Further Resources

Learning Game
Mr. M and Rokker on The Right Way to Learn Game
Braddock, Rokker, and Mr. M on Sticking Points
Mr. M and Dubbsy on Thinking Like an Instructor

Approaching and Bridging
Sinn and Savoy on Opening
The Don and Tenmagnet on The First Five Minutes

Attraction
Future and Tenmagnet on Value
Braddock and Dahunter on Teasing
Cajun and Tenmagnet on Role Plays
The Don and Elate on The Triad Model

Qualification
Sinn and Vision on Qualification
Mr. M, Bradock, and Sphinx on Issues in Qualification

Seduction
Sinn and Tenmagnet on Seduction
Soul and Johnny Wolf on Logistics: Taking Her Home

Relationships
Relationship Management DVDs from Savoy
Bonsai and Calabrese on Breakups

Meeting Women in Bars and Clubs
Savoy and The Don on Advanced Winging
Moxie and Future on Obstacles and Other Men
Savoy and The Don on Cold Reads
Mr. M and Sheriff on High-End Club Game
Future and Pendrixx on Gaming on Public Transport
Braddock and Dubbsy on Retail Clerk Game
Soul and Starlight on Conversation Techniques
Same Night Lays Seminar
Strippers and Hired Guns Seminar

Meeting Women Outside Bars and Clubs
Savoy and Tenmagnet on Warm Approach
Savoy and Badboy on Social Circles
Cajun and Tenmagnet on Intro to Online Game
Soul and Bonsai on Intro to Day Game
Social Circle Mastery DVD
Daytime Dating Workshop

Further Resources

Humor
Sinn and Future on Storytelling
Braddock and Cajun on Humor
Humor, Improv, Attraction Seminar with Big Business

Female Psychology
Savoy and Soul on Female Psychology

Body Language and Voice
Beyond Words Body Language DVD
Vercetti and Keychain on Voice and Tonality

Phone Game
Sinn and Savoy on Phone Game

Dates
Ajax and Future on Dates

Fashion and Identity
Tenmagnet, and Future on Identity
Moxie and Savoy on Being In State
Big Business and Prestige on Love Systems in Everyday Life
Inner Game Seminar

Advanced Strategies
Sinn and Savoy on Frame Control
Savoy and Brad P. on Taking Chances
Sinn and The Don on Physical Progression and Kissing
Savoy and Speer on Damage Control
The Don and Savoy on Using and Creating Routines
Tenmagnet, Braddock, and Cajun on Jealousy Plotlines
Braddock, Mr. M, and Sheriff on How to Be an Alpha Male
Soul, Badboy, and Cortez on Direct Game
Braddock and Mr. M on 9 and 10 Game
Keychain and Elate on Rapid Escalation
Savoy and Badboy on Threesomes

Interview Series Bundle Packs (each pack includes 10 volumes at a discounted price!)
Interview Series Bundle Pack 1 (including Volumes 1-10)
Interview Series Bundle Pack 2 (including Volumes 11-20)
Interview Series Bundle Pack 3 (including Volumes 21-30)
Interview Series Bundle Pack 4 (including Volumes 31-40)
Interview Series Bundle Pack 5 (including Volumes 41-50)
Interview Series Bundle Pack 6 (including Volumes 51-60)